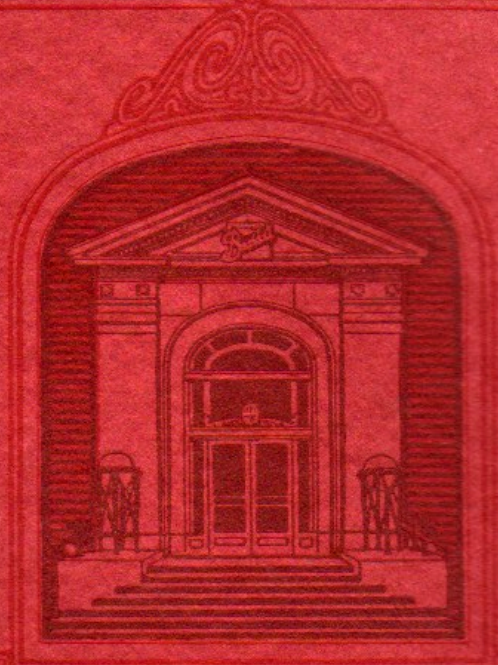




Buick

MOTOR
CARS

BUICK MOTOR CARS



BUICK MOTOR COMPANY
FLINT, MICHIGAN

Division of General Motors Corporation

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Fortified by twenty years of successful manufacture and backed by a reputation of equal length, Buick has come to be regarded by most motorists as the standard of comparison.

BUICK MOTOR CARS

SIXES



FOURS

NO single season in recent years has seen so many improvements in Buick cars as the present one; and never has the Buick line been so complete.

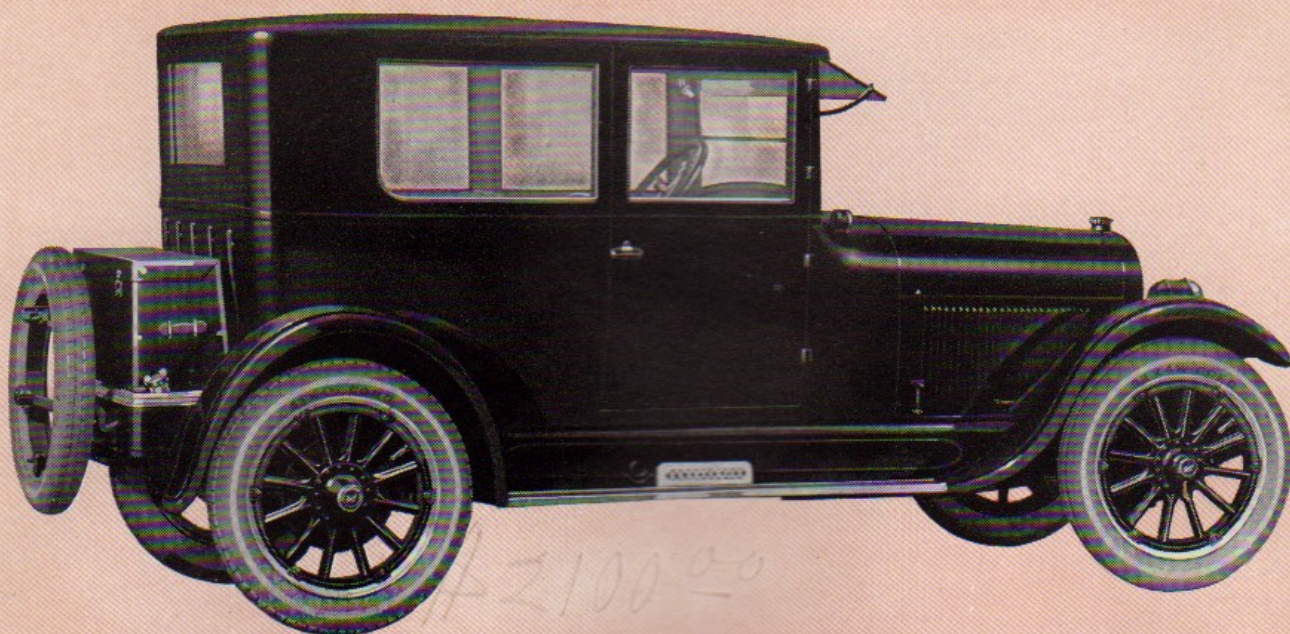
Here is a double advantage for the purchaser of a motor car. Among the fourteen fine vehicles that bear the Buick nameplate for the season of 1923, there is a range of selection and a mechanical excellence that insures the utmost of satisfaction.

Buick has long stood apart among motor cars. For twenty years and more Buick has been the world's leading exponent of the Valve-in-Head principle of motor design, and Buick cars have been everywhere respected for their marked power, endurance, long life and economy.

The present season is one of exceptional progress, for it brings with it changes so general that they improve the operation, or the comfort, or the convenience of every unit in the car, from the engine to the smallest details.

All of these changes are well-considered and have their origin in sound engineering. The engine, for example, is fitted with longer pistons and connecting rods, adding to the smoothness and long wear for which the Buick engine has always been noted. A new rear spring suspension has been devised which is undoubtedly the highest development of the cantilever type yet achieved. The frame, the transmission, the rear axle, the brakes, the bodies and their equipment, each shows the hand of the skilled designer by some new and valuable features.

The insurance companies have rated all fourteen models as Class A fire risks, because of the safety of their electrical and gasoline systems. The theft rate has been materially reduced because of the protection afforded by the stout transmission lock. This means a big saving in insurance premiums over cars not so rated; it also indicates the close attention to detail that has been paid to these Buick cars for the season of 1923.



The Buick Model 23-Six-41

Five-Passenger Touring Sedan

Here is the touring vehicle *de luxe*. In it you may travel in Pullman comfort such as you have never enjoyed before during long runs in a motor car. For this Buick model is designed primarily for cross-country use, and every detail of its construction inclines to the demands of such service.

In the mountains and through heavy going, you will find its well-knit chassis constantly dependable, with the ability to carry you safely and with ease where many another car may not follow.

You will find that its metal-sheathed body, with its handsome finish, is equal to the jolts and jars that such travel inevitably brings. For it is built with

intelligent care, on a tough frame of selected oak and ash, in which carriage bolts have replaced the wood screws commonly used.

In this Touring Sedan you ride on improved cantilever springs with main leaves of vanadium steel—a guaranty of resiliency as well as insurance against breakage. And you have all the luxury of a fine enclosed car.

Deep upholstery with softness that only plush can give is laid over finely tempered cushion springs, padded with fine curled hair. Four immense plate glass windows, with patent lifts, give remarkable range of vision to driver and passenger. Silk shades are fur-

nished for the two big side windows and for the window in the back.

In the ceiling is a large frosted dome light, and in the carpeted floor is a heater operated by a little lever. There is a wide, carpeted foot rest. Throughout, the interior trimming is harmonious and fine.

The two front seats are individual and tilting, deeply upholstered in plush. The new Buick instrument board is in full view and reach of the driver and carries a combination clock and speedometer; combination gasoline gauge, oil gauge and ammeter; cowl ventilator control; carburetor choke adjustment; new combination ignition and lighting switch and a shaded instrument lamp.

You have probably never seen such wide doors on a motor car. To give greater strength and simplicity to the body construction, as well as to insure utmost convenience, there is but a

single door on either side of the car and it is made extremely wide to permit of easy entrance and exit with luggage and equipment, and to insure a clear window of unusual width.

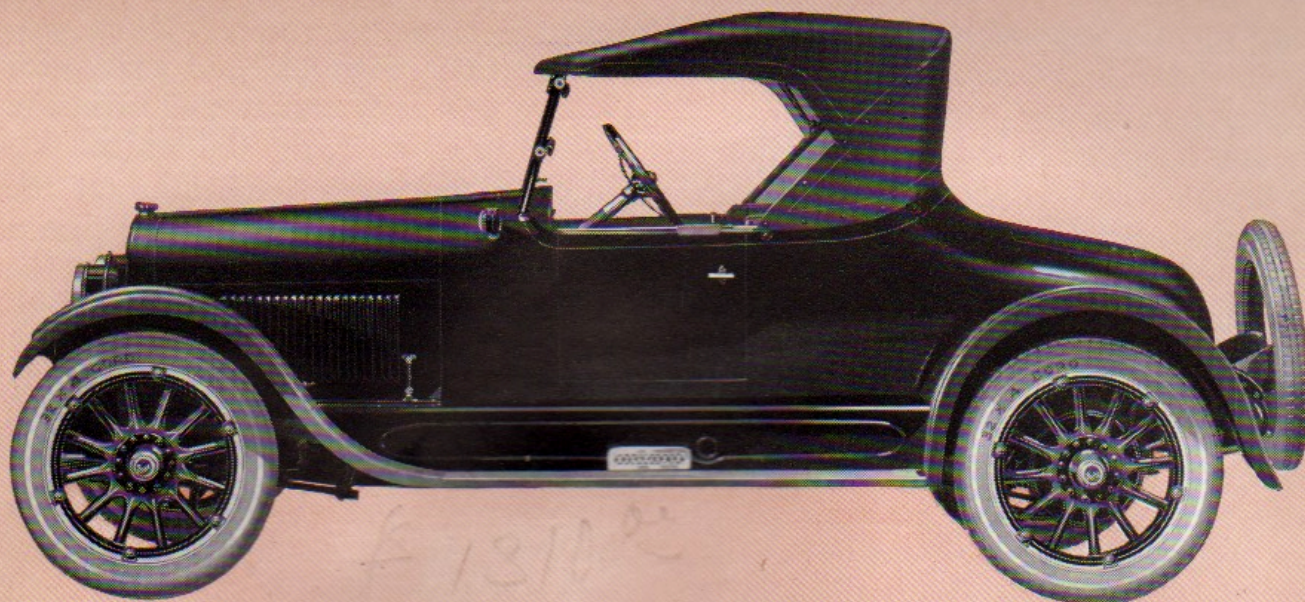
In the rear, mounted right on the stout frame, is a trunk rack and trunk, with nickeled guard rails to protect the body. The trunk is large and is both rain and dust-proof. It is provided with a lock, as are the doors of the car, the switch on the dash and the transmission lever.

Twenty-two gallons of gasoline may be carried in the big rear tank, and a glance at the dash always gives correct check on its contents.

These and many other details unite in the Buick Touring Sedan to make a car remarkably fitted for touring use, with open car freedom and range of vision linked with closed car comfort and convenience.



On the left is shown the new lengthened gear shift lever used on all Buick six-cylinder models this year. On the right is the theft lock, endorsed by underwriters.



The Buick Model 23-Six-44

Two-Passenger Roadster

Conservative in line and color, refined in every detail of comfort and convenience, powerful beyond the demands of service, the Buick Model 44 Roadster has for several seasons enjoyed a prestige well-deserved. For 1923 this car is even more desirable, because it is a still better motor car in point of appearance and performance.

Like all the other Buick models, the Roadster has been redesigned. While the wheelbase is the same—118 inches—the car looks longer and fleeter, because the body and top have been lowered and the contour of the hood and rear deck has been changed, as well as the tilt of the spare tire carrier.

Within, a number of improvements are immediately apparent. The trimming at the sides of the seat is piped, instead of being plain, and the sides of the body are trimmed clear up out of sight under the cowl.

The seat has been lowered at a more comfortable angle, giving the ideal sitting position with restful support for the back.

The trim top carries a still larger plate glass window in the rear, in a nicked frame six inches high and twenty-four inches wide. The steering wheel position is lower and more comfortable, and the lengthened control lever is more conveniently grasped.

Not a tack is exposed to view throughout the upholstery, all being concealed by the patented binding. The door pockets are larger and all trimming on the doors is padded. Dovetails in the doors prevent rattle as well as undue wear on the locks, and door jam plates insure against undue wear on the rubber bumpers. The door hinges are heavier and more durable. Even the threshold plates are delicately etched, purely for appearance.

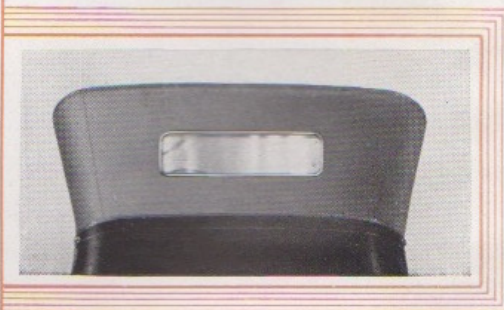
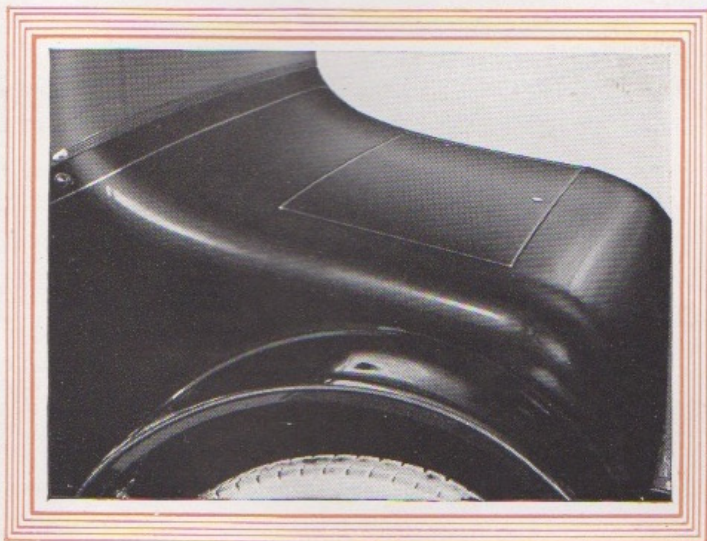
There is a complete new dash equipment, with black indicators on white dials with glass faces.

There are new drum type headlights and parking lights; new rear fender wings extending over the ends of the gasoline tank; nicked scuff plates on the running boards; new hood catches; new type crowned fenders.

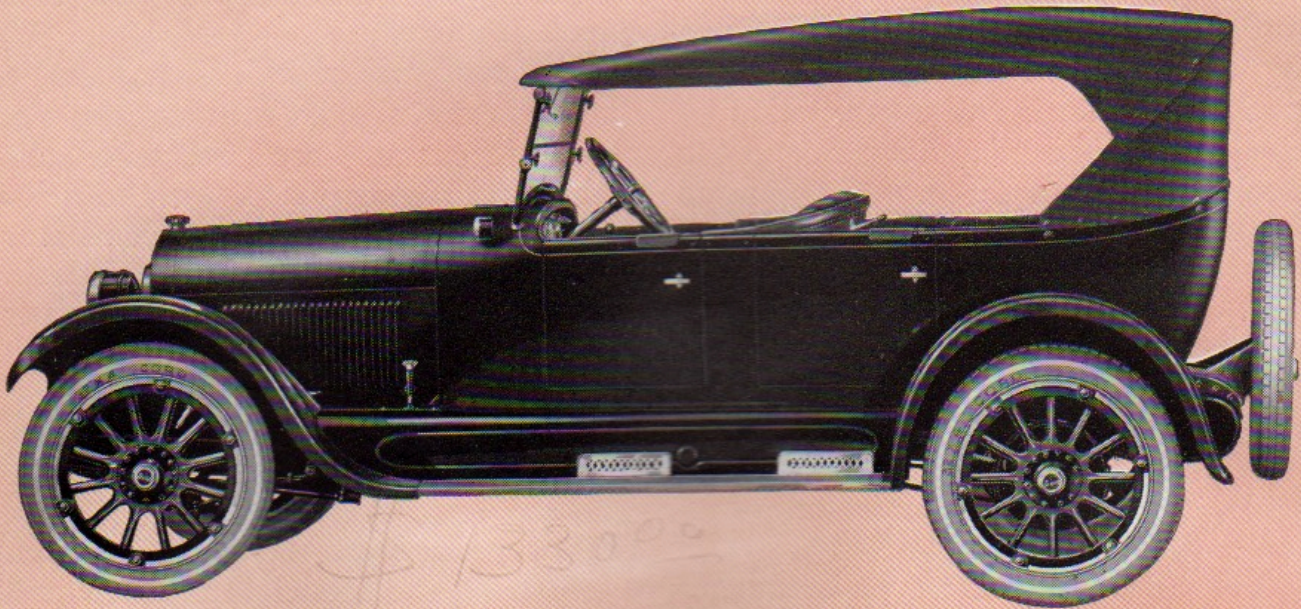
The spring suspension is new and much improved.

The new windshield is adjustable from the inside, even with curtains up. The side curtains are new, with split lights and signal pocket for the driver's left hand. There is a ventilator in the cowl, adjustable from the dash. There is an effective windshield wiper mounted on the windshield frame, with an improved rubber strip between upper and lower glasses. The transmission carries a theft lock endorsed by the underwriters, operated by the same Yale key that locks the ignition switch.

In short, the Model 44 is a new and finer Roadster, from filler cap to the flush rear deck door. Its mechanical improvements are on a par with its refinements, making it the best Roadster of the type ever built by Buick.



The new type rear glass window used on all Buick six-cylinder open models is shown at the right.
Left: The flush rear deck on the Buick Roadster.



The Buick Model 23-Six-45

Five-Passenger Touring Car

For this season, the Buick five-passenger Touring Car reaches the highest pinnacle of value that it has ever attained. Always mechanically fine, always positive in power and in action, this car may also be singled out for its beauty, its convenience or its comfort.

Riding in this Touring Car, you will be conscious of a new sense of ease. The seating has been rearranged and lowered, so that you sit more securely within the body, with more leg room and more support at back and sides. The new springs, with their main leaves of vanadium steel, have less rebound and more resiliency. No top

bows obstruct your vision, no side sway disturbs your poise.

Driving, you note that your hands rest more naturally on the lowered wheel, and that a slight movement of the wrist brings the control lever under your fingers. On the dash you have a perfect index to the performance of the motor lubricating system and the generator, together with a speedometer, cowl ventilator adjustment, carburetor choke adjustment, ignition and light controls, with instrument light.

The sides of the body are trimmed clear up under the cowl and a neat carpet covers the tonneau floor. The trimming on the sides of the seats,

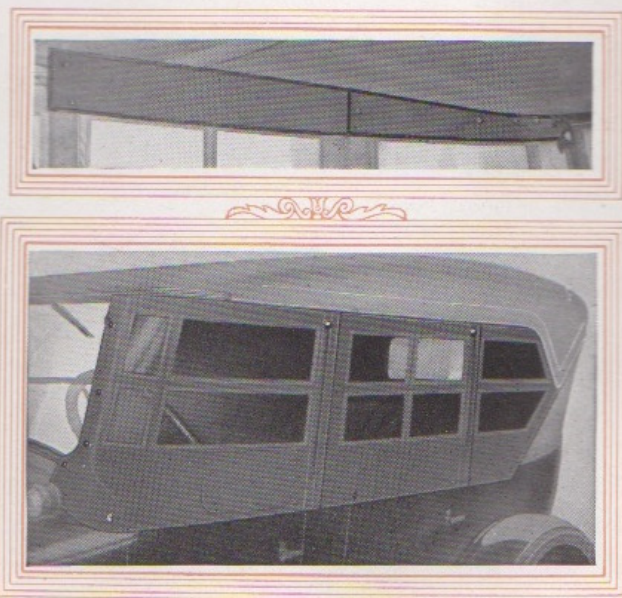
front and rear, is piped to match the cushions and backs. The tonneau has the addition of a tonneau lamp, and the heel board is covered with carpet. The upholstery on the back of the front seat has been redesigned, with a large compartment for the side curtains, and carries a leather-covered robe rail with nickel mountings. The rear curtain light has been enlarged and the door pockets are both neater and larger.

The windshield is adjusted from the inside, with a new weather strip completely sealing the opening between the upper and lower frames, with a wiper mounted firmly in the upper frame. There are improved side curtains, with increased area of visibility, split lights, and a signal pocket for the driver.

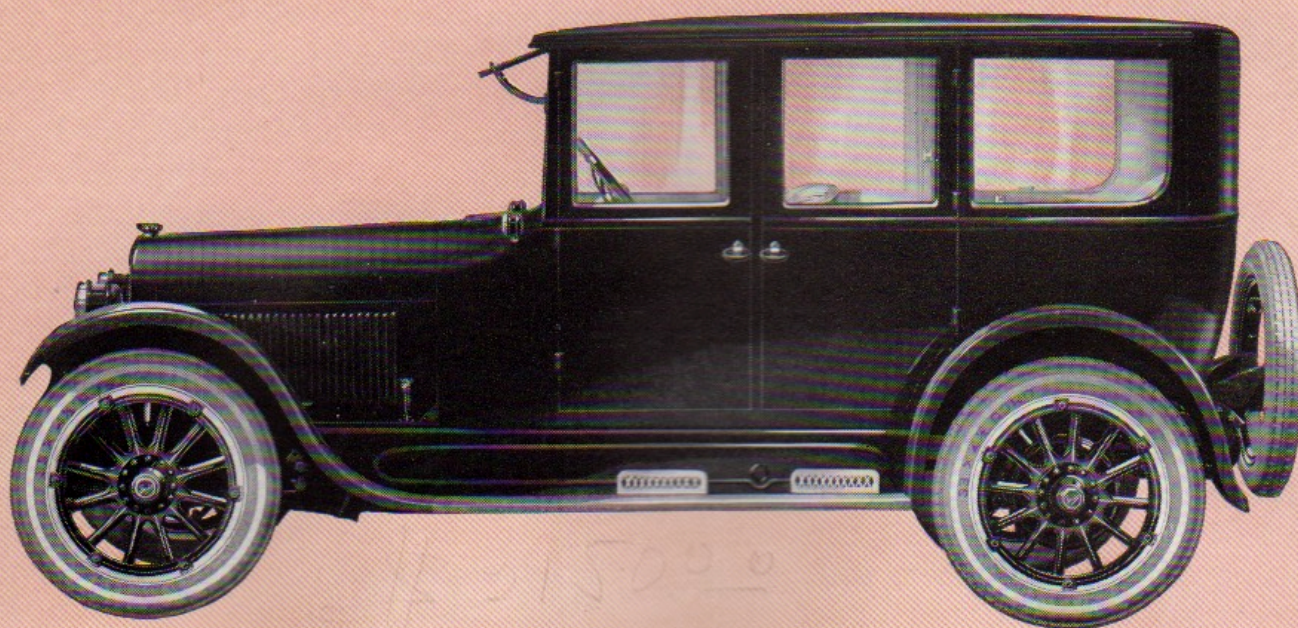
The frame is heavier and lower; the brakes are larger and more powerful;

the one-piece crowned fenders are more beautiful and more serviceable; there is a positive theft lock on the transmission; in the cowl is a new type ventilator, with dash adjustment; headlights and parking lights are of the drum type; running board scuff plates protect the dust apron; new hood catches anchor the hood firmly and prevent rattle; new rear fender wings close the gap between fenders, frame and gasoline tank; handsome, etched plates are on every threshold; not a tack is anywhere visible throughout the upholstery.

With new lines, and with almost lavish refinements throughout, the Buick Model 45 Touring Car matches in beauty, convenience and comfort the fine mechanism upon which its reputation has been built.



Above: The weather strip that makes storm curtains on all Buick Sixes wind and weather-tight. Below: Side curtains on Model 23-Six-45.



The Buick Model 23-Six-47

Five-Passenger Sedan

Without moving from his seat, the driver of this Buick Sedan can, by a glance at the dash, tell how much gasoline is in the tank; what time it is; how fast he is going or how many miles he has made from a given point. He can adjust the cowl ventilator; he can see without turning his head if the road is clear behind. He can remove rain or sleet from his windshield; he can adjust the windshield at any angle; he can put the plate glass windows up or down. He can light his headlights, his parking lights, his dash lights, his dome light; he can regulate his gasoline mixture for varying engine temperatures. He can check up the functioning of his

engine oiling system and of his electrical system. He can start his car or stop it.

In other words, he is master of a vehicle replete with comfort, convenience and niceties.

There is just as much to be said for the beauty of this closed car. With higher radiator and hood, new lowered body suspension, straight roof line, rounded-edge window frames, oval-section body moulding and slanting windshield posts, the lines are distinctive and harmonious.

The beautiful Fisher-built body has a deep luster that repeated operations and painstaking hand-rubbing

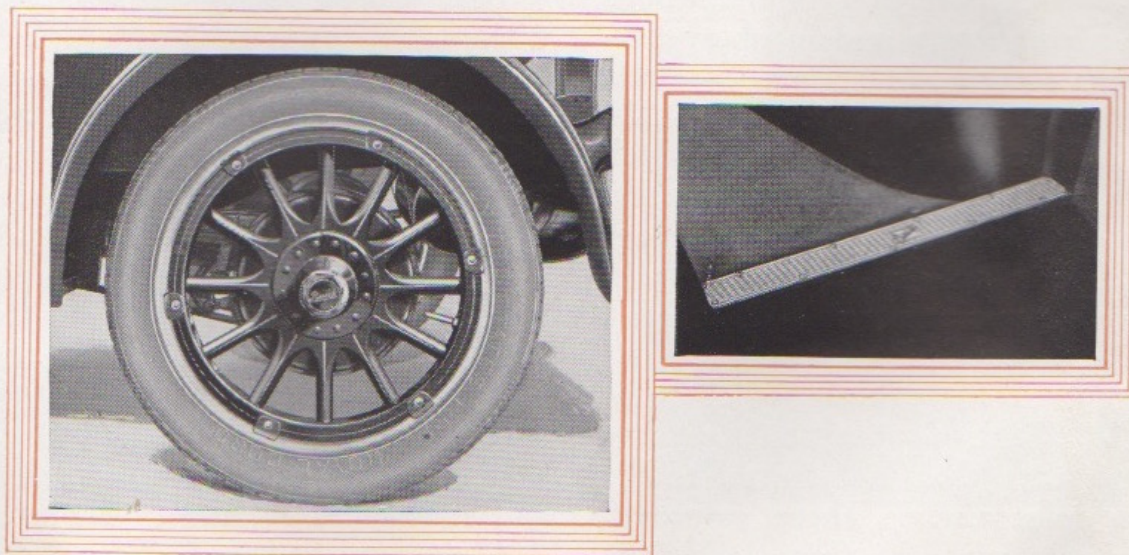
alone can produce. Its painted surface is gone over time and time again, with color and with varnish, each coat being rubbed before the next is applied.

The body structure is also worthy of note. To begin with, it is so designed as to lower the roof line three inches without altering the interior clearances of the body. The wood screws usually used in fastening the body frame together are superseded by carriage bolts, giving greater rigidity and strength to guard against squeaks and rattles. The body panels are made in a single piece, eliminating joints. The roof is an entirely new type, noise-proof and deadening exterior vibrations. The doors have improved hinges and new jam plates and locks, the locks being relieved of all strain except the simple function of keeping the doors closed.

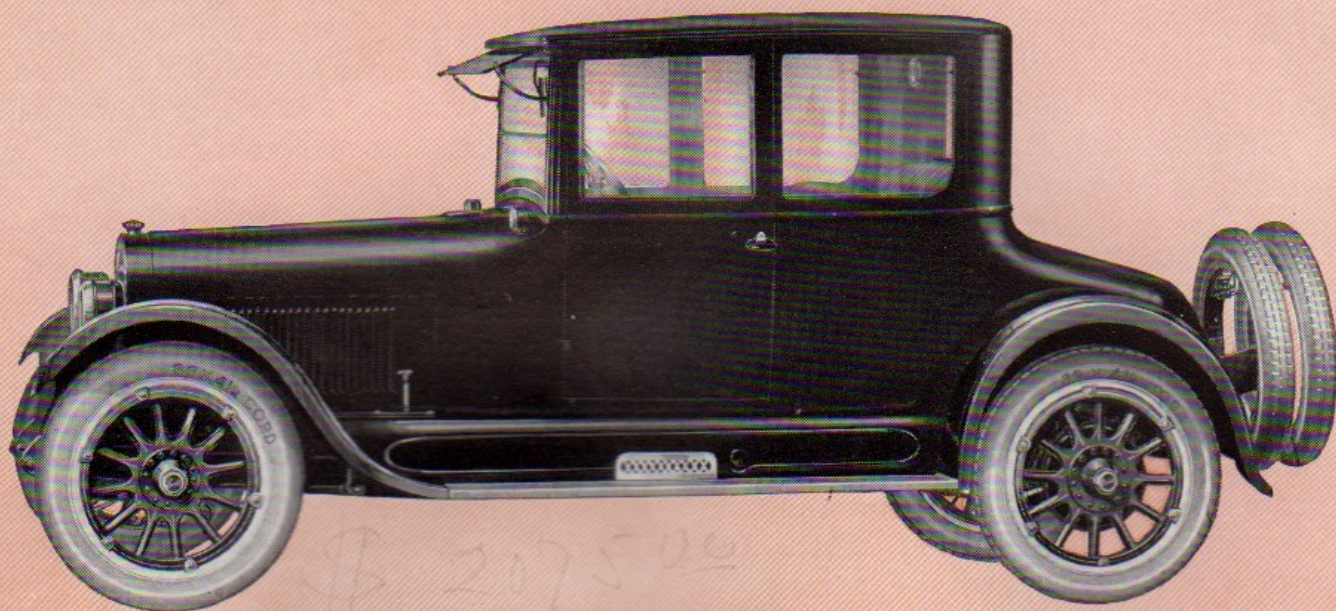
There are new heavy body cross bars, new pillar brace irons and new seat back rails with improved joints. The window glass installation is new and prevents rattling or breakage.

All interior fittings are new in design, from the instrument board with its white-faced combination dials to the fine material in which the soft upholstery is done. Arm rests of special design are provided and an efficient heater is located in the floor. The door pockets, neatly trimmed and padded, extend almost the full width of the doors and provide plenty of room for parcels and small objects.

To these particular advantages must be added the numerous improvements that apply to all Buick six-cylinder models for the current year. They will be found on pages 24 and 25.



This is the new type of artillery wheel used on Buick cars this season. The right view shows the etched threshold plate on the Sixes.



The Buick Model 23-Six-48

Four-Passenger Coupe

In size, in wheelbase, in accommodations for four passengers and in sheer performance ability, this Buick Coupe is most generous. Its wheelbase is 124 inches and it rolls on 33 by 4½-inch cord tires. It has the same powerful chassis as the big seven-passenger Touring Car and is as luxurious in attractive appointments and niceties as the beautiful Sedan for seven.

Redesigned throughout for the season of 1923, this Coupe presents many improvements that will appeal to the veteran motorist. These improvements begin with the frame, which is stronger and heavier, and end only with the smallest interior details.

This Coupe body is Fisher-built, with new structural features. The body frame is securely bolted together, no screws being used for this purpose, which makes it rigid and proof against the development of squeaks and rattles. The body panels are made in one piece, which does away with joints. The roof is made of a new material, sound-proof to such an extent that it does away with the drumming common to closed cars with faulty roof construction. New door hinges, of neat and strong design, add to the strength and the finished appearance of the doors. New locks are also provided, and new jam plates and guards that

give rigidity to the doors when closed, relieving the locks of this function.

The wide seat is set at a new and more comfortable angle and the same thing applies to the driver's seat. The auxiliary seat is of the latest type, folding away under the cowl until needed. Special arm rests are included.

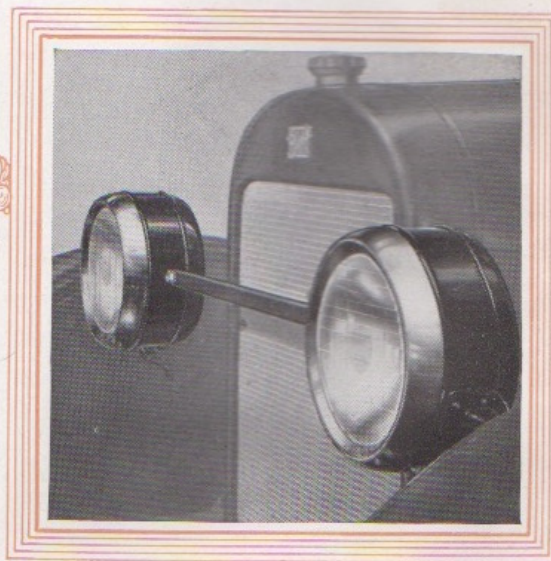
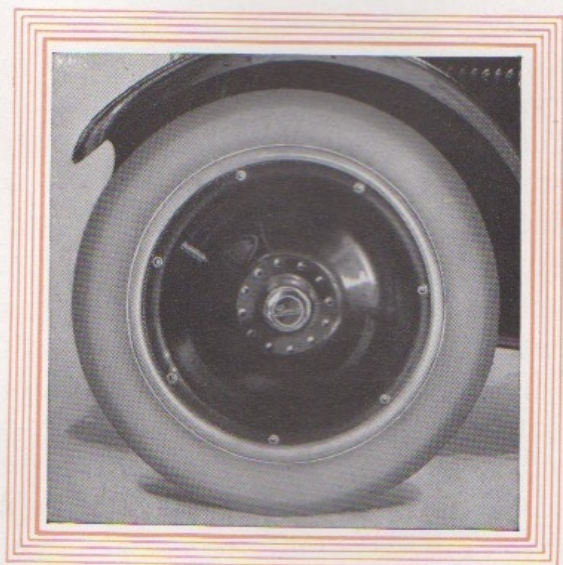
The top line has been lowered without sacrifice of head room in the body. But the external appearance of the car has been improved materially as a result, because the car looks much lower and longer. The radiator and hood lines, on the contrary, have been raised, and the sweep of the rear deck changed, so that the prevailing lines are distinctively pleasing.

The interior fittings and trimming have received the same careful attention. There is a new instrument board,

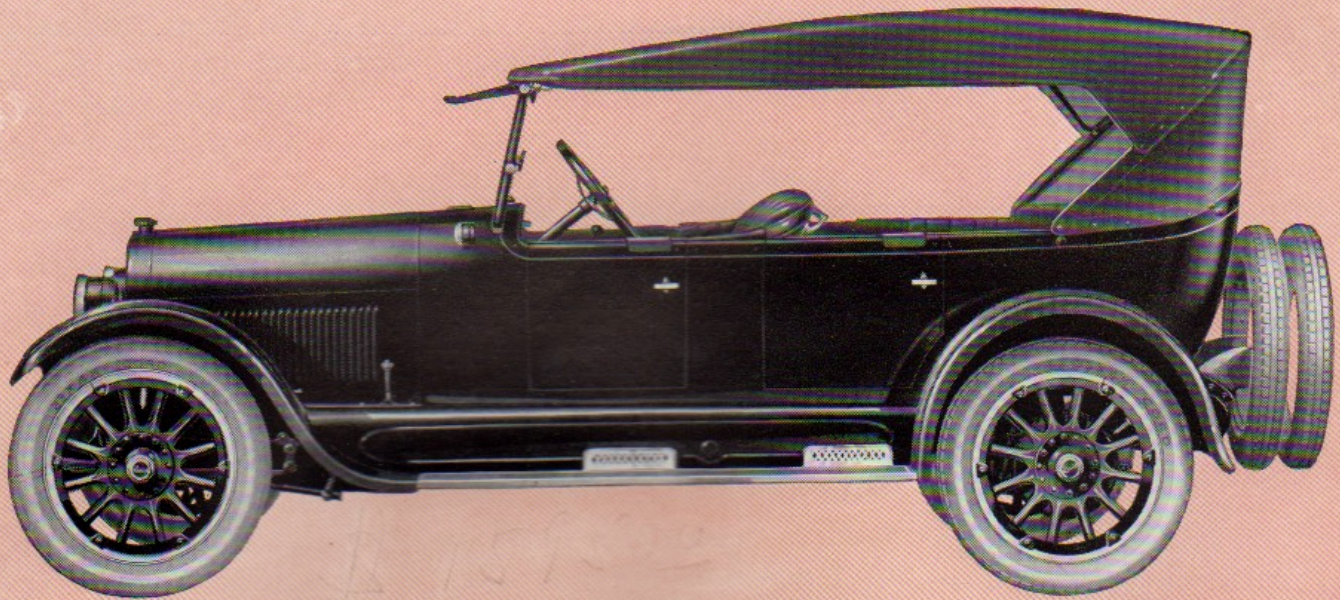
with very attractive combination dials done in black on white faces. Speedometer and clock are on one dial; gasoline gauge, oil gauge and ammeter on another; there is also a cowl ventilator control, carburetor choke adjustment and a new combination ignition and lighting switch, with shaded instrument light.

Behind the driver's seat is a large locker and in the rear deck is a flush door opening into a large compartment for suitcases, golf bags and the like.

The mechanical improvements in this fine Coupe are described on pages 24 and 25. They include new spring suspension, new hardened steel cylinder block with honed cylinders, longer pistons and connecting rods and many other changes contributing to convenience or to still better performance.



This is the Tuarc steel wheel furnished as optional equipment on Buick closed models and sport models.
Right: Drum type headlights used on all models.



The Buick Model 23-Six-49

Seven-Passenger Touring Car

For many years the Buick seven-passenger Touring Car has been deservedly popular for its fine appearance as well as for its roominess and power. This season it shows decided refinement in all these respects.

Its exceptional length of wheelbase—124 inches—has been enhanced by decreasing the overall height of the car, so that it is long and low and beautiful of line.

Inside, the top is lined with whipcord. The rear of the front seat has been redesigned, and the auxiliary seats are so upholstered as to give the impression of smooth-surfaced compartments when folded away.

The instrument board, with its groups of white-faced dials, is the most attractive ever put on a Buick car. The steering wheel has a finely nickeled spider. The frame of the front seat, instead of being painted or enameled, is trimmed to match the upholstery.

Front and rear, the top is bound with leather binding and nickeled tips.

The rear curtain light, of beveled plate glass, is now eight by twenty-four inches in size, adding both to appearance and to range of vision. A rear vision mirror is mounted just above the driver's head.

Outside, above the windshield, is an improved visor, to give protection

against sun, rain and snow. A gasoline gauge has been added to the instrument board, and all instruments show black indicators against white faces, for quickness and certainty in reading them.

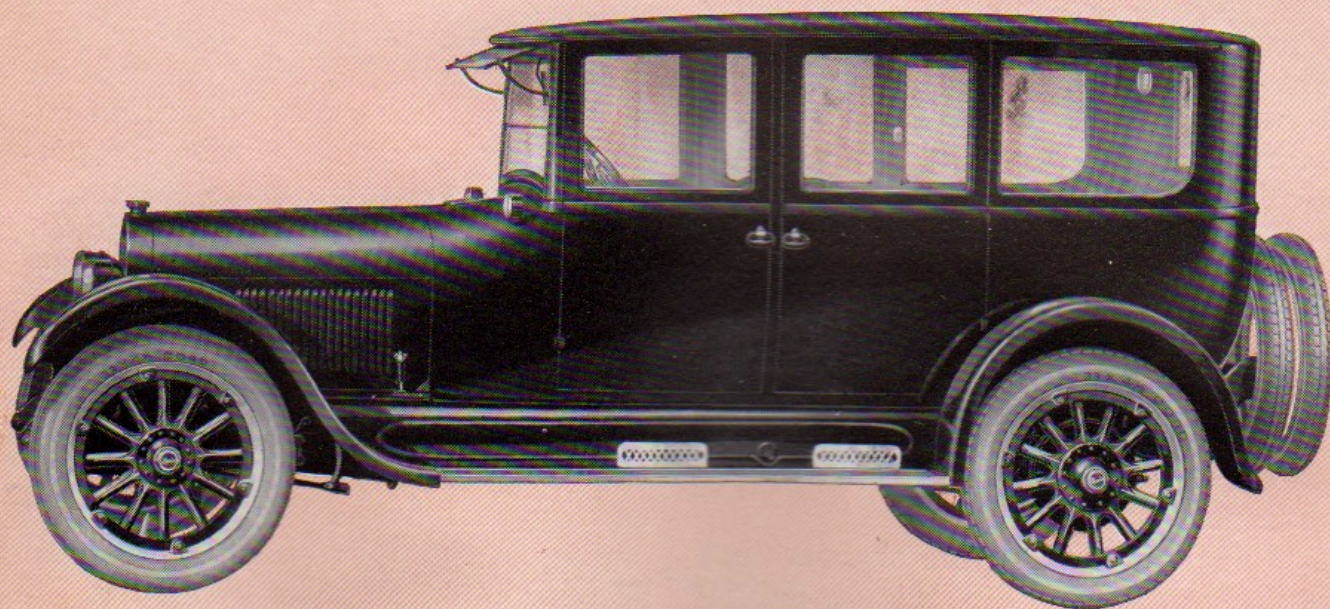
The windshield is adjusted from the inside, for convenience when the curtains are up. The rubber weather strip on the windshield, instead of merely sealing the opening between the glasses, extends over the metal parts to the ends of the windshield, entirely excluding water or drafts.

These are some of the changes that apply particularly to the Model 49 Touring Car. But they do not by any means represent all of the improvements in this fine car. There are many other changes and improvements that apply to all of the six-cylinder open

models, the following being typical: A new type of frame, heavier and lower, to permit lowering the top line without sacrificing head room; an entirely new spring suspension, so perfectly designed as to make the use of rear shock absorbers or snubbers superfluous; heavier, more beautiful crowned fenders; transmission lock; cowl ventilator; drum type headlights; drum type parking lights; nicked scuff plates on running board; longer control lever; windshield wiper; new type hood catches; new rear fender wings, completely closing the gap between fenders and gasoline tank; all seats lowered to increase comfort and leg room; new type side curtains with signal pocket for driver; etched threshold plates; all upholstery tacks have been concealed by patented leather binding.



These views show the auxiliary seats ready for use and when folded away. Note the design, also how neatly the seats fold up.



The Buick Model 23-Six-50

Seven-Passenger Sedan

In appearance and in fact, the Buick seven-passenger Sedan for 1923 is a larger, lower and more beautiful closed car. The top line is lower than it was last year, and the body has been lengthened. This, with the 124-inch wheelbase, gives the interior roominess that is the first requisite in a seven-passenger Sedan and forms the basis on which many of the numerous improvements have been made.

Naturally, the increased length and decreased height improve the lines of the car immensely, and to these factors must be added the higher hood line, the whole combining to give a long, low effect that is fashionably correct.

The front seat has been moved back, giving more room in the driving compartment. The auxiliary seats have been rearranged to make more room for all passengers in the rear. All seats have been lowered and set at a more comfortable angle, with special arm rests and larger foot rest.

The upholstery is done in fine plush and the interior fittings have been refined throughout.

The body is Fisher-built and is not only more rigid, but is more luxurious than ever before. The instrument board has been rearranged and grouped in combination dials. All instruments usually found on closed car dashes are

present, such as ammeter, speedometer, oil gauge, carburetor choke adjustment, combination ignition and lighting switch, in addition to a gasoline gauge, clock and a cowl ventilator adjustment.

On the windshield frame is mounted an efficient wiper and a rear vision mirror. The steering wheel spider is nickel-plated.

The front door posts are tilted to improve the general lines, the corners of the rear side windows have been rounded and the area of upholstered surface of the rear seat has been increased. A band of oval moulding encircles the entire body at the belt line.

There is a new spring suspension of improved cantilever type, the main spring leaves being made of vanadium steel. The front springs have snubbers.

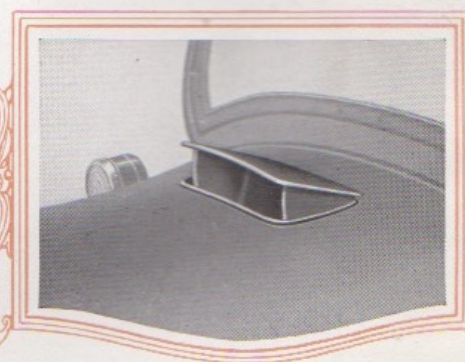
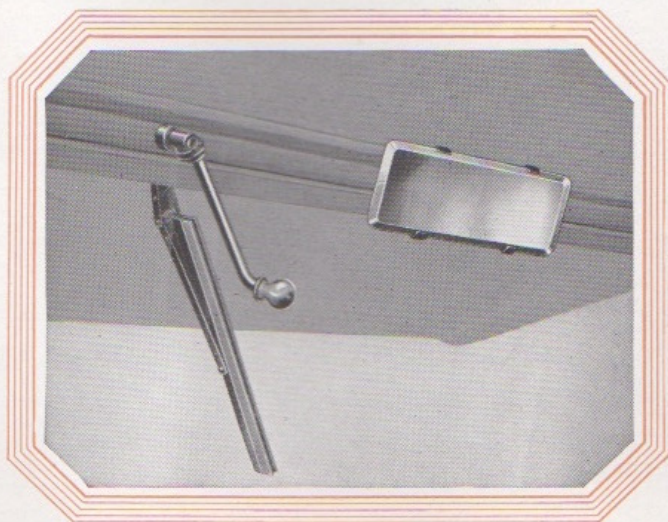
The large cord tires are $4\frac{1}{2}$ -inch section. On the gear shift lever is a

positive theft lock, operated by the same Yale key that locks the lighting and ignition switch.

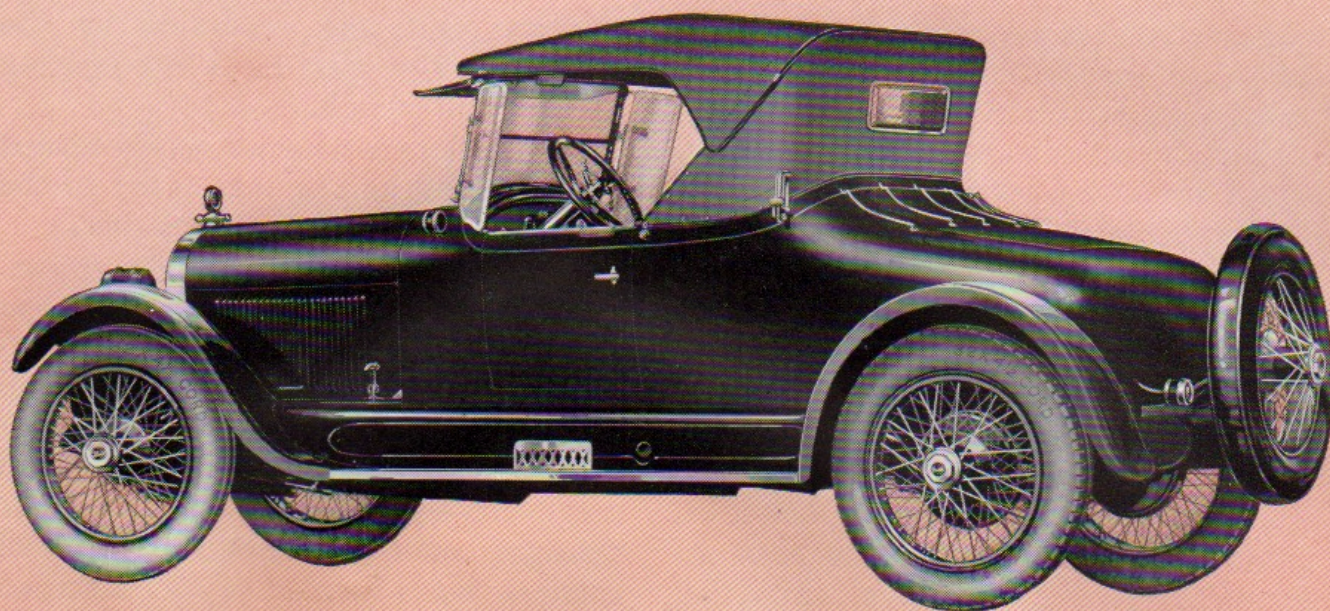
On the floor is a heater, easily turned on or off and adding materially to the comfort of this car in cold weather.

The roof is made of a new sound-proof material that is most effective in deadening all exterior sound waves and in preventing the drumming sound often encountered in closed cars. Many structural improvements have been made throughout the body, such as stronger reinforcements, the use of carriage bolts instead of wood screws in securing the frame, one-piece body panels and new type anti-rattle window light construction.

In addition to being a finer example of coach work, this Sedan has been improved mechanically as described on pages 24 and 25.



These are the types of cowl ventilators, window wipers and rear vision mirrors furnished on Buick cars, as listed in the specifications.



The Buick Model 23-Six-54

Three-Passenger Sport Roadster

Not in all of Buick's twenty years has there been a Buick Roadster so strikingly smart, so richly appointed, as the Model 54. This Sport Roadster is mounted on the largest Buick chassis with full 124-inch wheelbase, so that speed and power beyond the average are added to its list of merits.

No pains have been spared to make this Roadster fine. The most expensive embossed leather is used in its upholstery and it is finished throughout with skillful care.

The body, hood and wheels are richly painted, the sheet metal parts are finely enameled in black; the whole is surmounted by a top of finest material.

Nickel and beveled plate glass are liberally used to set off this combination to best advantage. The radiator shell is full nickel-plated, the combination nickel and leather top binding is finished with nickel tips, the rubber step plates have nickel guards, the running boards are bound in nickel, the wide rear curtain light is in a nickel frame, and door handles, hood catches, deck rails, hub caps and other small parts are also of plated metal with the same high polish.

The big, wide seat accommodates three persons. It is set comfortably low, with plenty of support at back and sides. The entire riding compartment,

both floor and toe boards, is covered with a soft carpet. Not only are the doors padded and trimmed with the black embossed leather, but the instrument board is covered with it as well and the body sides are trimmed clear out of sight under the cowl.

Behind the driver's seat is a large storage compartment, with Yale lock, in addition to the luggage compartment under the flush rear deck door.

The steering wheel is of walnut, as are the horn button and control lever ball. Beveled plate glass windshield wings are furnished with this car, and the windshield itself is quickly adjustable from the inside. The windshield frame carries three useful accessories—sunshade, rear vision mirror and wiper.

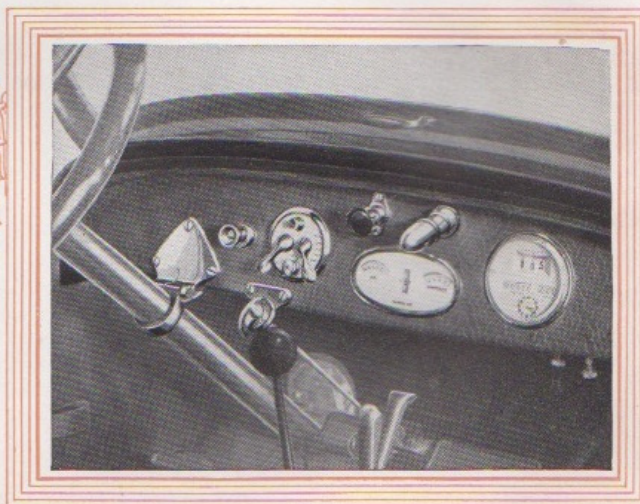
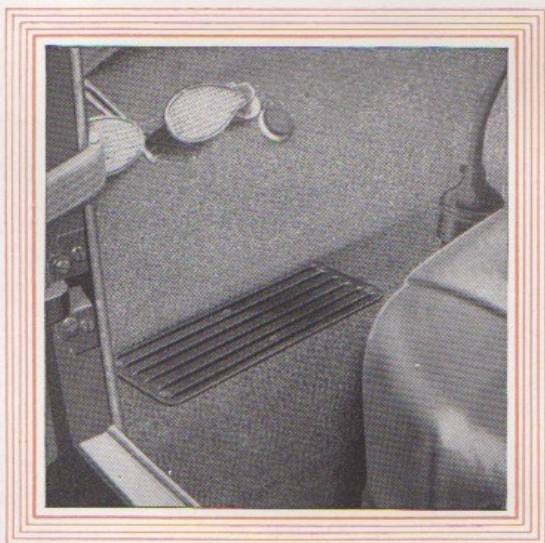
On the instrument board are the combination clock and speedometer;

combination oil gauge, ammeter and gasoline gauge; cowl ventilator control; cigar lighter; instrument lamp; carburetor choke adjustment and new combination switch.

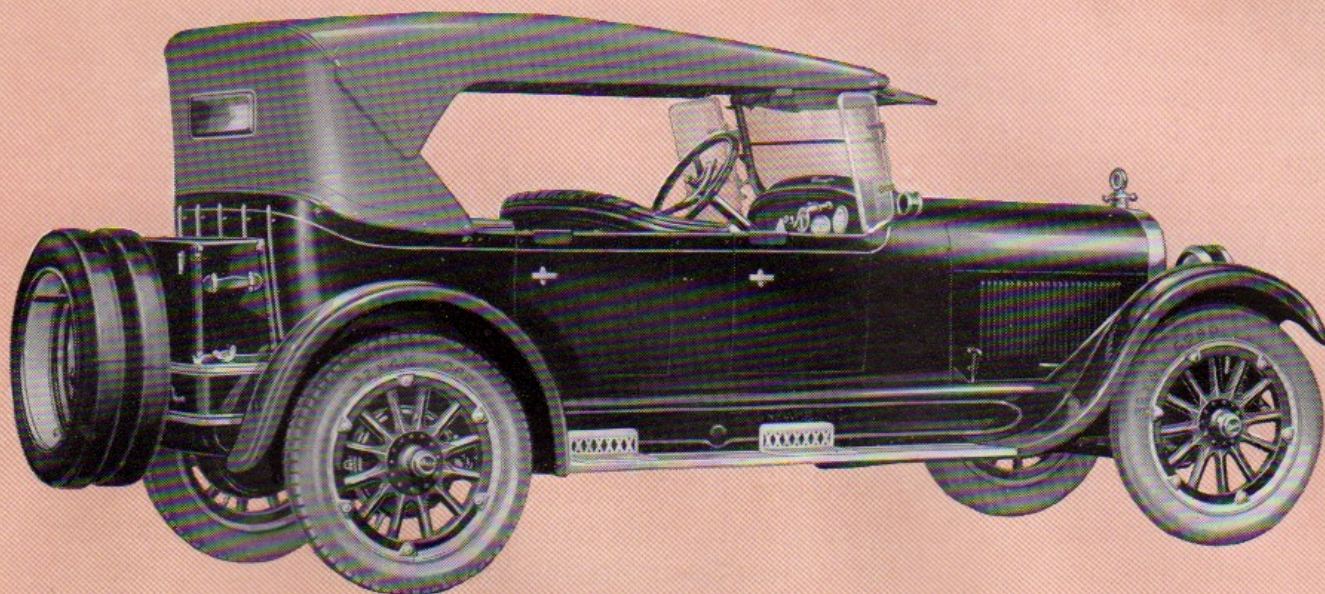
Headlamps and parking lights are of the drum type, nickel-finished. Fenders are new design, crowned and made of heavy steel.

Cord tires are standard equipment, size 32 by 4½ inches.

The chassis mechanism is the same as that of the big seven-passenger Model 49. Many improvements in this chassis have been made this year, including longer pistons and connecting rods, and new type cylinder block of hardened semi-steel, with honed cylinder walls. Many conveniences, too, have been added for the man who wishes to give his chassis personal care.



Instrument board and rubber heel plate used on Buick Sport Roadster and Sport Touring. The same general type of instrument board is used on all Sixes.



The Buick Model 23-Six-55

Four-Passenger Sport Touring

Beautiful in appearance, rich in contrasting colors, spirited and eager in performance, the Buick Model 55 Sport Touring Car is the modern counterpart of the old-time tallyho. It is an outing companion of the finest sort, harmonizing in spirit and in purpose with the week-end trip, the cross-country run or the spin to country club or the shore.

The car literally sparkles with light and color. The richly painted body is beautifully rubbed and finished and forms a pleasing contrast with the graceful one-piece fenders enameled in black. The radiator is heavily nickeled and polished, with dumb-bell

type radiator cap and moto-meter. Running boards are bound in nickel, the step plates have nickel guards and the top is bound in nickel and leather, while the trunk rack guards are vertical nickel bars.

The trunk rack and trunk are of special construction. The gasoline tank has twenty-two gallon capacity and the spare tire carrier is designed for two tires.

All upholstery inside the car is trimmed in special embossed leather. The floors in both front and rear compartments are completely covered with fine carpet, that in the driving compartment extending clear up the slope

under the cowl and being protected below the foot controls by a large rubber heel plate.

The driving compartment is genuinely luxurious. The windshield is protected by a sunshade and on either side are bevel plate glass windshield wings. An adjustable rear vision mirror is mounted above the driver's head and a windshield wiper is anchored to the upper frame of the windshield.

On the leather-covered instrument board will be found every convenience, including an electric cigar lighter, combination speedometer and clock, combination gasoline gauge, oil pressure gauge and ammeter, and glass-covered ignition and lighting switch with push button dash lamp.

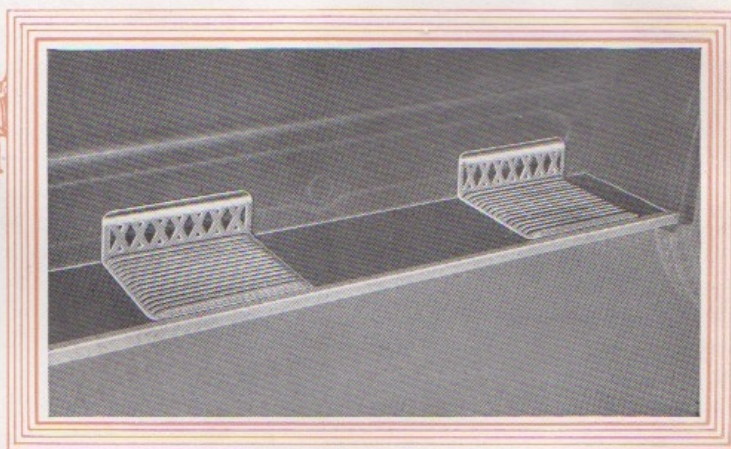
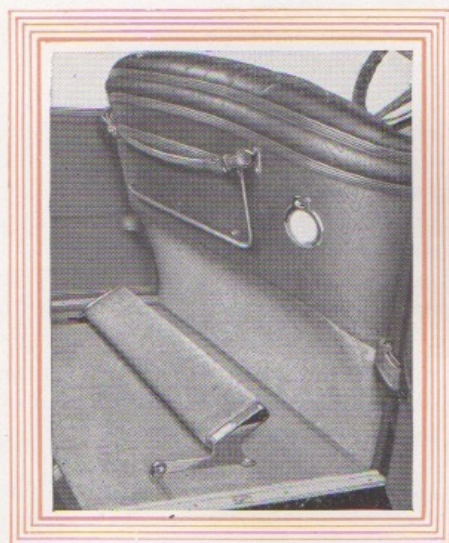
Both control lever and emergency brake lever are nickel-plated, the con-

trol lever being surmounted by a walnut ball to match the walnut steering wheel with its walnut horn button.

The top is made of special material. Side curtains are of the same color, with split lights and signal pocket for the driver's hand. The back curtain light is of plate glass in a nickel frame.

An extra weather strip is furnished with the side curtains and this, together with the new type weather strip for the windshield, makes the car practically rain and wind-tight.

This car is built on the big Buick chassis and has a wheelbase of 124 inches. With its length, its unusually low center of gravity and its springs with main leaves of vanadium steel, with snubbers on the front springs, its riding qualities permit speed, comfort and safety on country roads.



Step plate and rear view of front seat on the Sport Touring. The same type of step plate is used on other Buick models, as specified.

Improvements and Special Features on Buick Six-Cylinder Cars for 1923

Six-Cylinder Open and Closed Models

Insurance rating on all models materially reduced.
Improved cantilever spring suspension.
Longer wearing brake lining.
New design one-piece crowned fenders.
Transmission lock.
Cowl ventilator operated from instrument board.
Drum type headlamps.
Drum type parking lamps on cowl.
Nickeled scuff plates on running board.
Longer transmission control lever.
Windshield wiper.
Higher radiator with raised filler cap.
Radiator shell reinforced.
Improved type hood catches.
Larger close fitting rear fender wings.
Raised gas tank filler spout.
Nickel-plated gas tank filler cap.
Seat levels lower.
Steering wheel position improved.
Switch plate with glass face.
Hood line raised, improving appearance.
Body level is lower.
Heavy nickel-plated foot rest brackets.
High grade tonneau carpet.
Aluminum running board binding inside and outside.
Lower top.
Windshield adjustment nuts on inside.
Windshield brackets, new design.
Windshield posts anchored to cowl on open models through heavy rubber grommets.
Heavier door hinges.
Etched threshold plates.
Metal door jam plates.
Improved doors and door dovetails.
"Hidem" upholstery binding covers all tack heads.
Larger padded door pocket flaps.
Padded door trimming.
Higher cylinder block of chilled semi-steel.
Cylinder bores honed.
Longer connecting rods.

Longer pistons.
Larger crankshaft.
Connecting rod and main bearings of special hard bearing metals.
Pressure feed to center main bearings.
Drop-forged main bearing caps.
Drop-forged clutch hub.
Close fitting clutch plates.
Covered oil troughs insure positive lubrication of pistons at all speeds.
Improved fan bracket bearing.
Oil holes with sliding covers in rocker arm dust cover.
Valve stem lubricating felts.
Combination aluminum and steel push rods.
Positive lubrication front camshaft bearing.
Fan pulley drive improved.
Water pump packing.
One-piece fibre water pump shaft, new design.
Carburetor dashpot location changed.
Electric generator new design.
Increased charging rate.
New type brush and brush holders.
Generator bearing oilers very accessible.
Silent over-running generator clutch.
Spiral teeth on starting gears.
Starter pedal tension spring.
Heavier body cross bars.
Heavier body pillar brace irons.
Heavier front and rear seat back rails with bolted joints.
Bolted body brackets.
Heavier and stronger door locks.
Body attached with more bolts.
Steering knuckle and steering arm bushings non-frictional.
Ball bearings on differential.
Larger heat-treated strut rods.
Larger heat-treated truss rods.
Heavier frame.
Larger radiator core support angles and core attaching bolts.
Front springs of new design and improved material.
Steering gear housing redesigned for improved lubrication.
Oil can on right side of motor for convenience.
Twelve hub bolts.

*The foregoing improvements apply to each of the nine six-cylinder cars,
both open and closed body types.*

Improvements and Special Features—Continued

Model 23-Six-44 Two-Passenger Roadster

Flush type rear deck door.
Rear deck door lock.
Piped trimming at sides of seat.
Body trimmed under cowl.
Larger rear curtain light, nickel frame.
Lower top.
Extra wide rear top bow.
Side curtains with signal pocket for driver.
Larger brakes.

Model 23-Six-45 Five-Passenger Touring Car

New style trimming on back of front seat.
Tonneau lamp.
Piped trimming on sides of front and back seats.
Lower top.
Extra wide rear top bow.
Body trimmed under cowl.
Carpet on heel board in rear compartment.
Leather-covered robe rail with nickel brackets.
Side curtains with signal pocket for driver.
Larger rear curtain light, nickel frame.
Larger brakes.

Model 23-Six-49 Seven-Passenger Touring Car

Extra wide rear top bow.
Rear curtain light, bevel plate glass in nickel frame.
Side curtains with signal pocket for driver.
Rear vision mirror.
Easily adjusted sunshade attached to windshield.
Nickel binding around front and rear of top.
Whipcord top lining.
Wider rear seat.
New style trimming on back of front seat.
New auxiliary seats.
Gasoline gauge on instrument board.
New white-faced combination ammeter, oil and gasoline gauge on instrument board.
Nickel steering wheel spider.
Weather strip across top of windshield.

Model 23-Six-54 Three-Passenger Sport Roadster

Model 23-Six-55 Four-Passenger Sport Touring

Improved seating arrangement.
Specially constructed trunk rack and trunk, Model 55.

Special top material, combination leather and nickel binding.
Twenty-two gallon gas tank, Model 55.
Snubbers on front.
Nickel windshield posts.
Bevel plate glass windshield wings.
Back of front seat redesigned, more leg room in tonneau, Model 55.

Six-Cylinder Closed Models

Low body suspension.
Straight roof line.
Slanting windshield post.
Soft roof covering preventing noise.
One-piece body panels eliminating joints.
Rounded edge window frames.
New type door locks.
Rotary door handles easily operated.
Cowl ventilator.
Neater finish above instrument board.
Covered metal sunshade.
Round corner rear side windows.
Oval shape body moulding.
Anti-rattle window light construction.
Improved rear deck doors.
Lower seat level.
Rear vision mirrors.
Improved door hinges.
Higher grade trimming material.
New design interior fittings.
Heater in all closed models.
Nickel steering wheel spider.
Instrument board with white-faced combination instruments.
Clock on all closed models.
Shades on side and rear windows.
New arrangements of seats.
Special design rear seat arm rests (Models 47 and 50).

Model 23-Six-41 Five-Passenger Touring Sedan

Rigid trunk rack and trunk.
Nickel guard rails on rear of body.
Twenty-two gallon gas tank with very accessible filler.
Plush trimming.
Large tilting front seats.

The foregoing improvements apply to the specific models mentioned.

Specifications—Six-Cylinder Models

BODIES—

23-6-41—5-pass. Touring Sedan
23-6-44—2-pass. Roadster
23-6-45—5-pass. Touring Car
23-6-47—5-pass. Sedan
23-6-48—4-pass. Coupe
23-6-49—7-pass. Touring Car
23-6-50—7-pass. Sedan
23-6-54—3-pass. Sport Roadster
23-6-55—4-pass. Sport Touring

UPHOLSTERY—Open models, dull finish black leather, deep pleated, buttonless cushions, with curled hair and soft cushion springs. Closed models upholstered in plush.

CONTROL—Friction-retained spark and throttle levers on top of steering wheel. Button type foot accelerator with rest. Pedals for clutch, service brake and starter. Levers for gear shifting and emergency brake.

WHEELBASE—Models 23-6-41, 23-6-44, 23-6-45, 23-6-47 118 inches. Models 23-6-48, 23-6-49, 23-6-50, 23-6-54, 23-6-55, 124 inches.

MOTOR—Six-cylinder, four cycle. Valve-in-Head type, automatically lubricated. Unit power plant, suspended at three points from main frame. Cylinders $3\frac{3}{8}$ -inch bore by $4\frac{1}{2}$ -inch stroke, special chilled semi-steel bloc casting. Extra heavy crankshaft with double stud support front and rear, four large bearings. Properly weighted pistons and connecting rods. Large valves mounted in cages and readily accessible, operated by noiseless adjustable push rods. Fifty actual brake horse power.

COOLING—Water cooled with centrifugal circulating pump, driven by spiral gears. New cellular type radiator, with new style drain cock, pressed steel radiator fan, driven by adjustable flat belt from camshaft.

LUBRICATION—Self-contained, constant level circulating splash system, operated by self-thawing gear pump driven by spiral gears from camshaft and completely enclosed in lower part of crankcase. Oil measuring gauge on crankcase, drain cock on bottom of crankcase, with extension handle just under the hood, oil pressure gauge on instrument board.

CARBURETOR—Automatic float feed type, supplied by vacuum system from gasoline tank, mounted on rear end of frame. Automatic heat control to insure proper vaporization at all speeds. Air regulator on instrument board.

IGNITION—High tension, jump spark system, electric generator and storage battery. Automatic spark advance with manual control on steering wheel.

STARTER—Complete Delco, single unit system for electric starting, lighting, and ignition, built as an integral part of the motor and operating in conjunction with large storage battery. Combination switch with ammeter and automatic circuit breaker on instrument board.

CLUTCH—Multiple disc, dry plate type, smooth and positive in action. Ball bearing release collar, adjustment very accessible. Lubricated by two outside grease cups.

TRANSMISSION—Selective sliding gear type, three speeds forward and reverse. Special heat-treated, positive interlocking hand control, integral with gearset.

DRIVE—Through single large, automatically lubricated universal joint and fully enclosed propeller shaft, through spiral bevel gears in rear axle. Propeller shaft housing connected directly to rear end of transmission by large

ball joint enclosing universal. Both torque and drive taken through ball joint.

REAR AXLE—Full floating type with entire weight of car carried on the housing. Wheels driven by detachable shafts mounted on large annular ball bearings. Differential mounted on ball bearings. Propeller shaft on double and single row annular ball bearings. Spiral bevel type driving gears, fully adjustable.

BRAKES—Service brake, external contracting type; emergency brake, internal expanding type; both operating on rear wheel drums. Fully adjustable for wear.

FRONT AXLE—Drop-forged I-beam section, double heat-treated, with integral yokes, drop-forged steering knuckles and tie rod yokes. Suitable front wheel bearings.

WHEELS—New artillery type, with large hub flanges, 12 spokes and 12 hub bolts each, demountable rims.

TIRES—Models 23-6-44, 23-6-45; 32 x 4-inch cords. Models 23-6-41, 23-6-47, 23-6-48, 23-6-49, 23-6-50; 33 x $4\frac{1}{2}$ -inch cords. Models 23-6-54, 23-6-55; 32 x $4\frac{1}{2}$ -inch cords. Cord tires are standard equipment on all models.

STEERING GEAR—Semi-irreversible split bronze nut and worm type, with large adjustable ball thrust bearing, to take up wear. Horn button in center of steering wheel. Spark and throttle levers on top of wheel.

FRAME—Reinforced pressed steel channel section, with exceptionally stiff and deep side members. Four heavy cross members. Integral gasoline tank supports.

SPRINGS—Front, semi-elliptic type; rear, full floating cantilever type, new design, extremely easy riding.

TOP—Open models: New design with patented gypsy quarter curtains. Made of special waterproof fabric. Inside operating curtains opening with the doors. Closed models: Stationary type with door windows adjustable to any position.

WINDSHIELD—All models have two-piece ventilating type with inside operating adjustable friction stops to hold glass in position. Open models 23-6-49, 23-6-54 and 23-6-55 and all closed models are equipped with windshield wiper, rear vision mirror and sunshade.

STANDARD EQUIPMENT—All models have combination dim and full electric headlights with anti-glare lenses, side pilot lamps, tail lamp, instrument board lamp, speedometer, motor-driven horn, tire carrier with one extra rim, jack, Alemite grease gun, pump, tire repair kit, complete set of tools, gasoline gauge, transmission lock, cowl ventilator, windshield wiper, running board scuff plates, etched aluminum threshold plates, and a sunshade except Models 44 and 45. Models 54 and 55 have, also, clock, rear vision mirror, beveled plate glass windshield wings, rubber step pads with nickel guards, rubber heel pads, full carpets, cigar lighter and dash gasoline gauge. All closed models have, in addition, clock, dash gasoline gauge, and rear vision mirror. Models 23-6-41 and 23-6-55 have special trunk rack and trunk. Orders for special jobs not accepted and no allowance will be made for any part of standard equipment omitted by customer's order.

Prices of the 1923 Buick Six Series

Model 23-6-41.....\$1935
Model 23-6-44..... 1175
Model 23-6-45..... 1195

Model 23-6-47.....\$1985
Model 23-6-48..... 1895
Model 23-6-49..... 1435

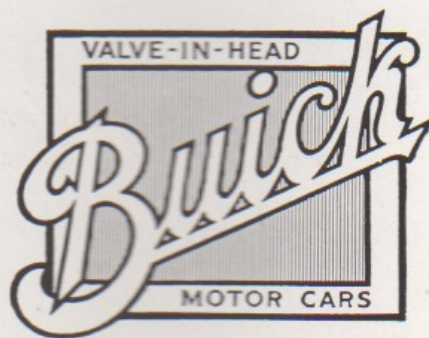
Model 23-6-50.....\$2195
Model 23-6-54..... 1625
Model 23-6-55..... 1675

All prices f. o. b. factory, Flint, Michigan

Wire or Tuarco steel wheel equipment optional on six-cylinder models only, at additional charge

Prices and specifications subject to change without notice

B U I C K M O T O R C A R S



The Standard of Comparison

BUICK

FOUR-CYLINDER MOTOR CARS

Two open and three closed models
Season of 1923



WHEN Buick reputation was first established, many years ago, it was based upon the manifold merits of Buick four-cylinder cars. For many years thereafter, four-cylinder cars were the sole products of the Buick Motor Company, and during that period a vast reservoir of experience in the building of such cars was stored up.

That experience has borne its fruit in the fine Buick four-cylinder cars of today, and it is with no small pride that the Buick Motor Company places these five highly developed models in the hands of motorists.

Their leading characteristics may be summed up in a few words: They are extremely simple in design and operation; they are genuinely economical from every standpoint; they are both powerful and reliable; they are generous in comfort and in roominess and are finished and equipped throughout with the best of materials and workmanship.

In other words, for the motorist who does not require a six-cylinder engine, the Buick Four leaves nothing to be desired.

As in the case of the six-cylinder models, the Buick four-cylinder cars have been redesigned this season, not merely in the sense of giving them a new appearance, but with the object of

making them better and more efficient automobiles in every department of motoring service.

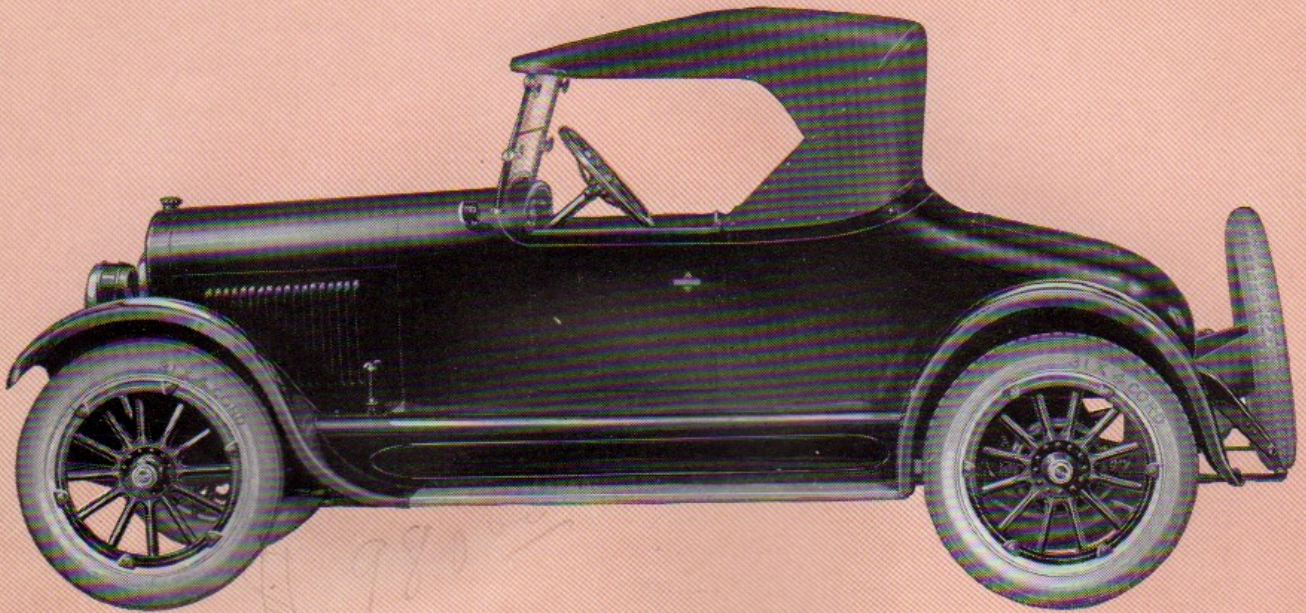
These changes begin with the frame, which has been entirely redesigned, and continue through the important mechanical units of the car, from an easier and simpler method of oiling the rocker arms to an improved method of driving the speedometer.

The body is larger and roomier, with lower lines and added grace of appearance. There are new and improved fenders, top, windshield, headlights, side curtains.

There is an improved spring suspension, new upholstery, improved dash equipment, new arrangement of seats, longer and lower steering column, and a number of other features that add materially to riding and driving comfort.

There is a transmission lock to prevent theft which reduces insurance rates materially. Other improvements place the Buick Fours in Class A as fire insurance risks, securing for the owner lower insurance rates.

These are part, and only part, of the changes that apply to all four-cylinder models. Each model has its own special improvements, because each has been redesigned as a unit, as will be described in the pages following.



The Buick Model 23-Four-34

Two-Passenger Roadster

For the 1923 season, this Roadster has been entirely redesigned. It has a longer and more graceful body, a lower and more shapely top, a higher radiator and hood line.

In fact, there is little difference in the roominess and conveniences of this car, compared with the six-cylinder Buick Roadster described on page 8.

Six big bolts secure the body to the chassis frame. The frame itself has been redesigned to lower the overall height of the car without decreasing the head room. There are new heavy cross members on the body sills.

New one-piece crowned fenders of heavier metal have been designed for

this car, with rear fender wings that close the openings between frame and gasoline tank.

There are new headlights of the drum type, with drum type parking lights on the cowl. There is a new type windshield, easily adjusted from the inside when the curtains are up. The rear curtain light is of glass, in a nicked frame. The side curtains have split lights, with convenient signal pocket for the driver.

The spring suspension has been improved, giving easy riding qualities even at high speeds. The steering gear has been lengthened, bringing the wheel into a more comfortable driving posi-

tion. The gear shift lever has been lengthened, to reduce the distance from the wheel.

There is a new type instrument board, with all instruments grouped conveniently and illuminated by an instrument lamp.

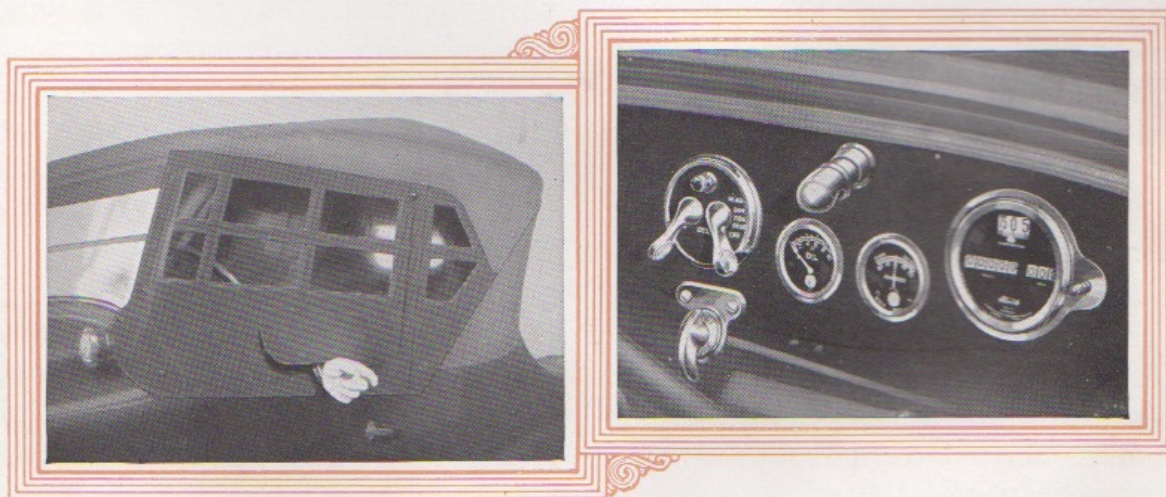
The rear deck door is flush with the deck and is fitted with a lock. Under the deck there is a big storage space, and another storage space for smaller articles is located behind the seat.

Many detailed improvements have been made—the little things that make driving more pleasant. New hood catches with rubber tips press the hood firmly in position and prevent rattles. There is a new method of mounting the windshield that prevents leakage around the posts. The speedometer

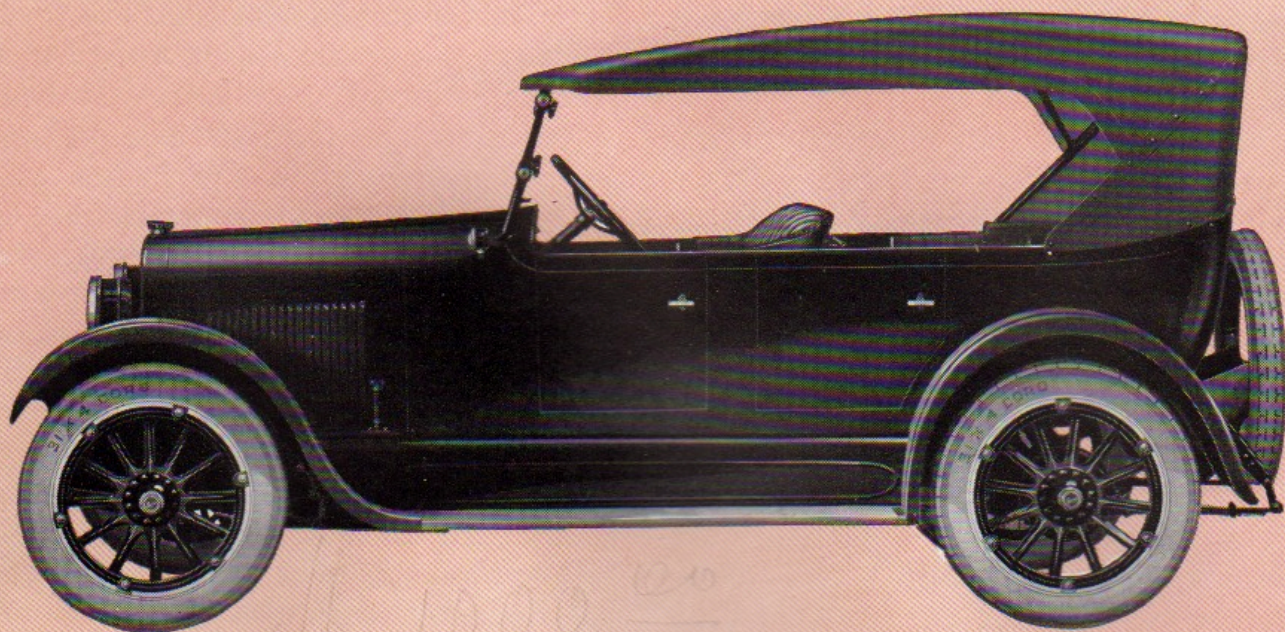
drive has been changed from the front wheel to the transmission, where it is free from mud and grit. Rubber bumpers are on the rear axle. Holes have been placed in the rocker arm cover so that the rocker arms can be oiled quickly without removing the large cover. A new type of over-running clutch has been put on the generator, very silent and positive in operation. The oil can bracket has been moved to the right side of the hood.

There is a theft lock on the lower end of the gear shifting lever.

The Model 34 is an eminently practical Roadster, with the finest of four-cylinder mechanisms. It is distinguished, not only for its power and ability, but for the care exercised in selecting and developing its equipment.



These are the improved side curtains furnished on Buick 1923 models, with signal pocket for driver; also the four-cylinder dash equipment.



The Buick Model 23-Four-35

Five-Passenger Touring Car

With its new lines and its numerous refinements the Buick Model 35 Touring Car bids fair to eclipse the enviable record it has made in the past. It has been redesigned. Mechanically and in point of comfort and convenience, it presents many improvements.

To begin with, it is five inches lower in overall height than it was last season, because of the changes made in the chassis frame and in the design of the top. This contribution to appearance has thus been effected without interfering with the interior clearances.

In addition, the height of the radiator has been increased and the hood line raised, the cowl has been lengthened,

with the result that the car is long and low and very smart in appearance.

New one-piece crowned fenders and new drum type headlights and parking lights add their quota to the beauty of this car, and new fender wings close the gap between the frame and the gasoline tank.

The top is also new, with a wide, curved rear top bow and a rear curtain light of glass, mounted in a nickel-plated frame. The side curtains match the top and have split lights that give the maximum of transparent area. The left curtain has a signal pocket for the driver's hand. Nor is it necessary to open the curtains to adjust the wind-

shield. The wing adjusting nuts are on the inside of the windshield, for greater convenience.

Both front and rear seats have been lowered, to give more leg room as well as to make the sitting position more comfortable. The steering column has been lengthened and lowered, while the gear shift lever is longer, making driving simpler and easier.

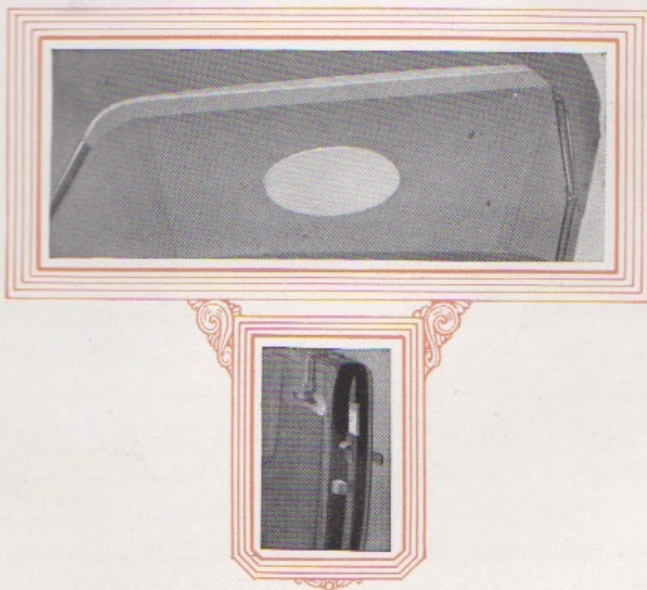
Several improvements have been made in the body construction. The front seat back extends clear to the floor, making a more rigid construction possible. The front pillar brace irons and rear tonneau brace irons are heavier, and the body is attached to the chassis frame by eight big body bolts.

The minor changes are numerous and gratifying. There is a new in-

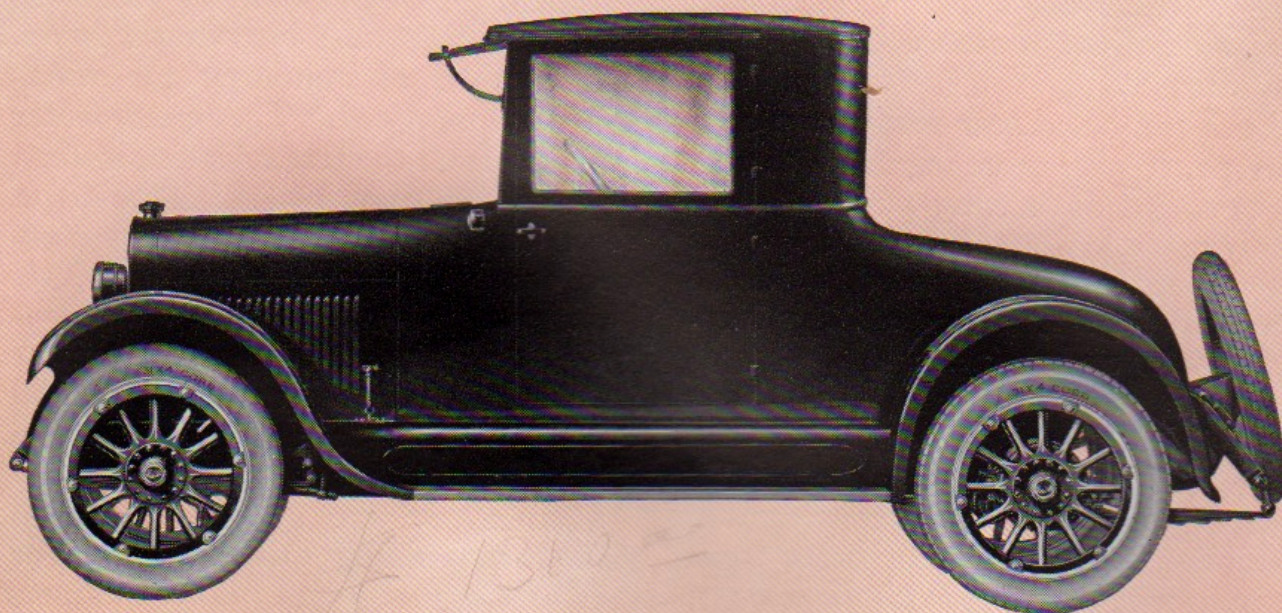
strument board, with improved switches, dials and instrument lamp. The method of mounting the windshield is improved. The speedometer is driven from the transmission, instead of from the front wheel. There is a theft lock placed in a convenient position on the gear shift lever, with Yale key. Hood catches are new and improved. There is a more convenient method of oiling the rocker arms, and a new silent over-running clutch on the generator.

Changes in the spring suspension give better riding qualities, and the rear axle is fitted with rubber bumpers to absorb unusual shocks.

The car is just a little better at every point, and the sum of the changes is a much greater value than ever.



The metal jam plate and dovetail used on Buick doors for 1923.
Above: Type of rear top bow on all Buick open models.



The Buick Model 23-Four-36

Three-Passenger Coupe

The Buick four-cylinder Coupe has a Fisher-built body, beautifully finished and upholstered in fine plush. Its beauty is further enhanced by a number of changes in lines, notably the raising of the hood line, the lengthening of the cowl and the reduction in the height of the car from roof to ground. These changes unite with the flush rear deck and new crowned fenders and fender wings to make a Coupe of excellent design and trim smartness.

The snug interior is warmed, when necessary, by a heater, and the cowl is fitted with an adjustable ventilator operated by a knob on the instrument board within easy reach.

The dome light, the door handles, the steering wheel spider and all interior fittings are new in design, all beautifully finished and of fine quality. There is also a new instrument board which is fully equipped with a speedometer, oil gauge, carburetor choke adjustment, ammeter, and new type lighting and ignition switch.

The windshield is fully adjustable from the inside and is fitted with a new type weatherstrip that effectively closes the entire opening between the upper and lower windshield frames.

For the convenience of the driver, the steering column has been lengthened and set at a lower angle, while the

gear shift lever is two inches longer and is easily reached.

The new spring suspension adds to the riding qualities of this Coupe and, with the deep plush upholstery, makes it more than ordinarily comfortable for long drives.

New drum type headlights and cowl lights, in black and nickel, add to the external appearance of the car, and the windshield is fitted with an adjustable sunshade.

This Coupe shares in the mechanical improvements that have been made in the four-cylinder chassis this season, including the new type speedometer drive on the transmission, simpler method of oiling the rocker arms, silent over-running generator clutch, new

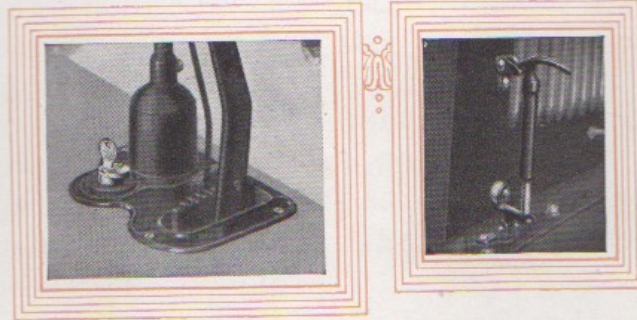
spring suspension, rubber bumpers on the rear axle, special hood catches and improved method of mounting the windshield.

On the gear shift lever is a theft lock which has been approved by the underwriters and gives the owner the benefit of lower insurance rates.

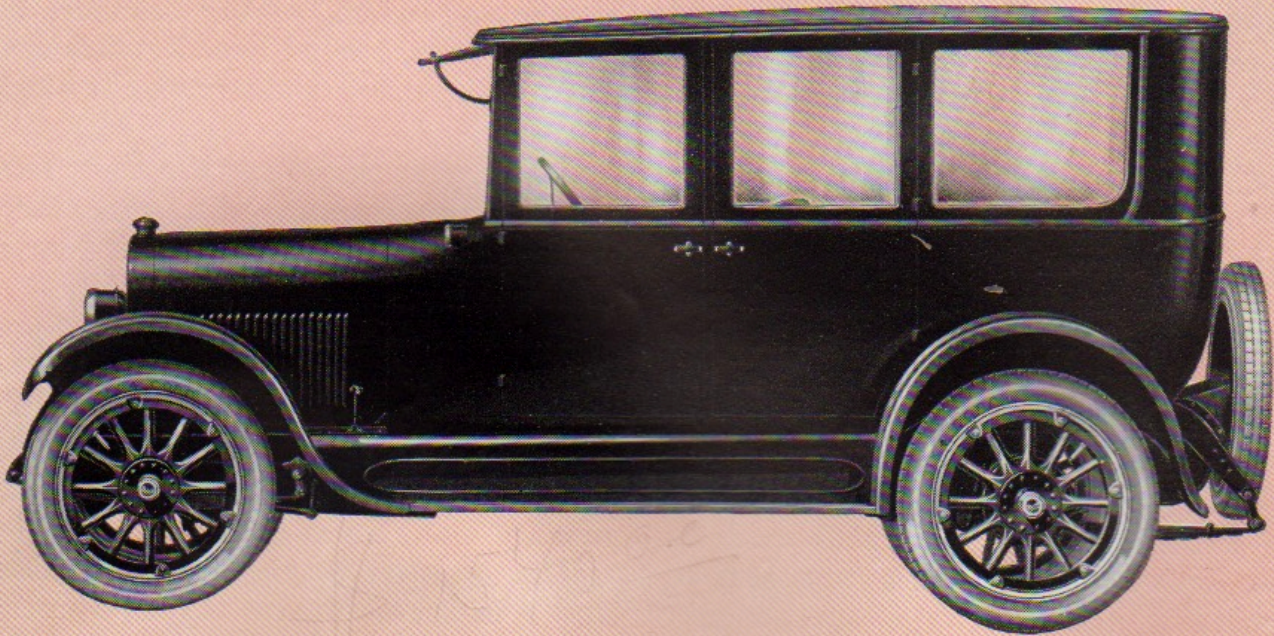
The rear deck is fitted with a flush door, with lock, and the space under the deck is ample for storing a considerable quantity of luggage. The door pockets are also of unusual size and will accommodate many small parcels, tools, etc.

The position of the steering wheel and the completeness of equipment afford comfort and convenience.

Cord tires are standard equipment and are of generous size, 31 by 4 inches.



This hood fastener guards against rattles on all Buick hoods for 1923.
Left: Type of theft lock used on all Buick Fours.



The Buick Model 23-Four-37

Five-Passenger Sedan

The Fisher-built body on the Buick four-cylinder Sedan for 1923 is at once dignified and conservative, correct and smart in style. It is both lower and longer this year, and this impression is heightened by the higher hood line and longer cowl, which permit a streamline effect of marked grace and beauty.

Additional strength has been built into this body through the medium of some structural changes, such as heavy cross members to the body sills, new and heavier pillar brace irons and the use of ten stout bolts to fasten the body to the chassis frame.

The interior trimming is done in beautiful, soft plush over tempered

steel cushion springs. The sitting position has been improved by lowering the seats in such a manner as to give more support at the back and sides and more leg room for all passengers. The chassis spring suspension is also new and improves riding comfort, particularly at high speeds and on rough pavements. The center of gravity is also lower because of the new type chassis frame, which performs the second service of permitting the body to be lowered without changing the inside clearances.

The rear and rear side windows are fitted with silk shades to match the interior trimming, all door windows being equipped with adjustable window lifts.

Perfect control over temperature and ventilation is had at all times. There is a heater in the rear compartment, and in addition to the adjustable windows, a ventilator is located in the cowl, adjustable from the dash.

The dash itself is of new design, quite attractive, and carries a complete assortment of instruments, including speedometer, carburetor choke adjustment, ammeter, oil pressure gauge and combination ignition and lighting switch.

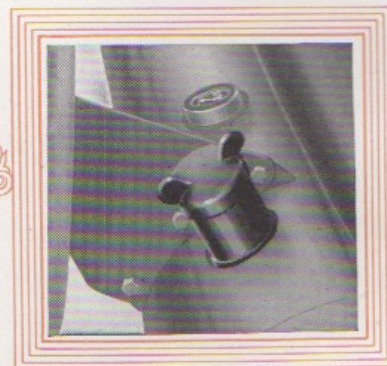
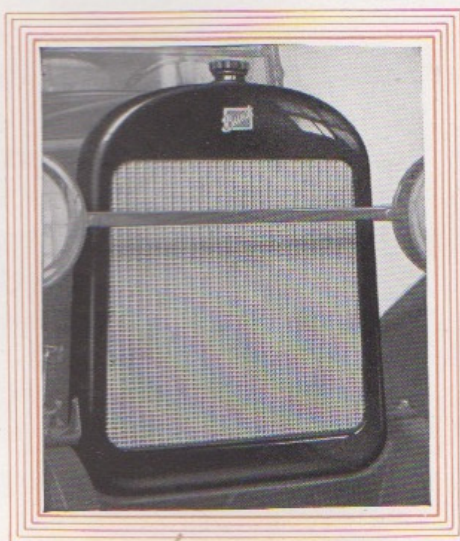
There is a practical theft lock with a Yale key on the lower end of the gear shift lever.

The steering gear has been lengthened and lowered, so that the driving position is natural and easy, while the gear shift lever is higher, bringing the ball within easy reach.

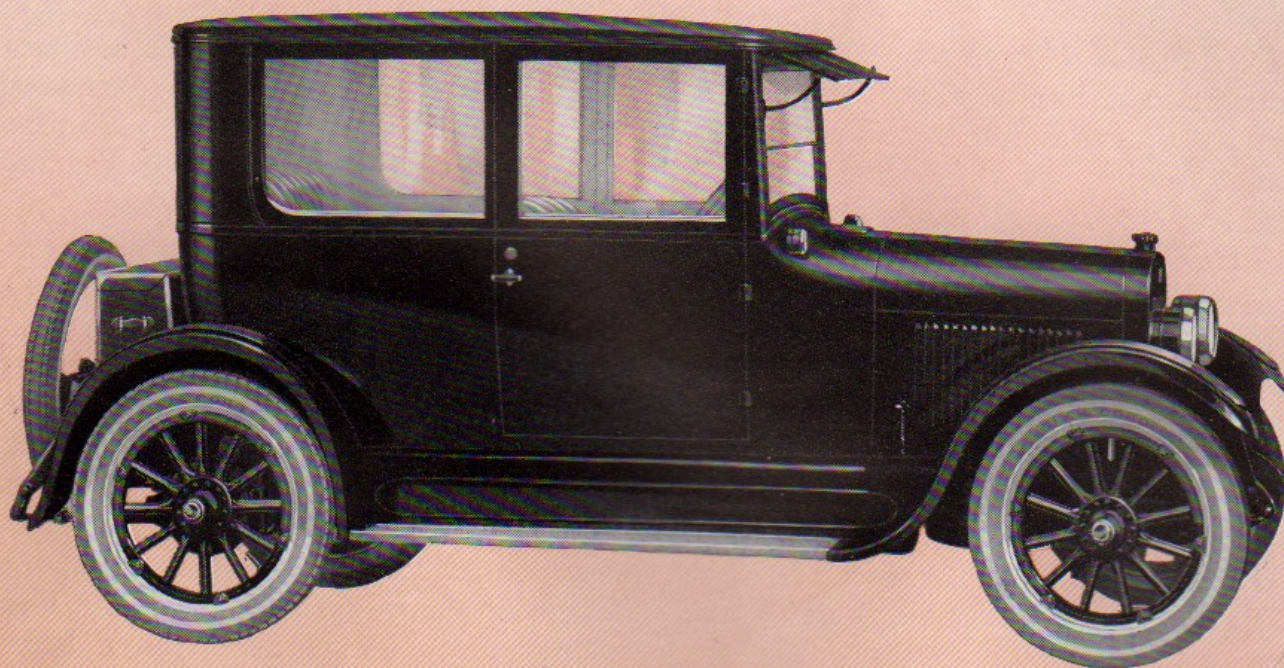
All of the interior hardware and fittings are new in design and in excellent taste, harmonizing perfectly with the nickel and black trimmings on the instrument board and steering wheel.

Certain improvements have been made in the chassis units to improve their operation or to make it more convenient to care for them. It is no longer necessary to remove the large cover from the cylinder head in order to lubricate the rocker arms. The generator has a new, silent, over-running clutch. New rubber bumpers have been placed on the rear axle. The springs and chassis frame have been redesigned.

New and beautiful crowned fenders combine with the drum type lamps to put the finishing touches to this attractive and serviceable Sedan.



At the right is the new type raised gasoline tank filler used on the Fours.
Left: New higher radiator used on all models.



The Buick Model 23-Four-38

Five-Passenger Touring Sedan

This handsome Touring Sedan has a metal-sheathed body, and every one of its many details is designed with the definite idea of contributing to the comfort and convenience of the car as a touring vehicle, primarily.

So while the finish and appointments of the Touring Sedan are equal to those of most cars designed especially for city use, it yet has many individual characteristics.

For example, the substantially-built single door with improved hinges, on either side, is of remarkable width to permit of easy passage and to provide windows that occupy most of either side, both for unobstructed vision and

for complete ventilation on sultry days. On the other hand, there is a heater in the floor for use on chilly evenings or cold days.

Behind the body and attached firmly to the chassis frame, is built a rigid trunk rack and a capacious trunk, secured with a tumbler lock and patent fasteners and protected fully from dust and weather. Nickered guard rails protect the body finish above and behind the trunk.

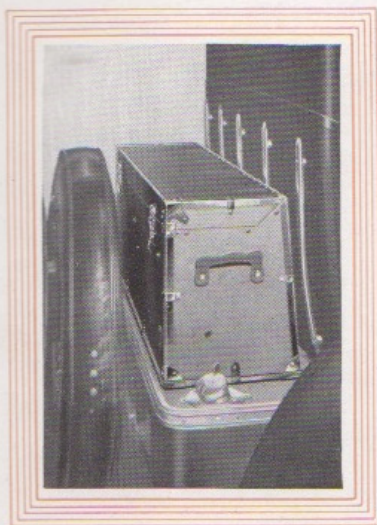
The front seats are of generous size and are arranged to tilt forward for convenience. They are deeply upholstered in the same rich plush that covers the big rear seat for three.

The instrument board is fitted with new type instruments and indicators, including speedometer, oil pressure gauge, ammeter, carburetor choke adjustment, combination ignition and lighting switch and a control for the adjustable ventilator located in the cowl. This ventilator, with adjustable windows, and two-piece windshield, provides complete ventilation.

Enclosed car trimmings of good quality are found inside the body. Dome light, nicked hardware, adjustable foot rest, patent window lifts, aluminum steering wheel spider and large door pockets are numbered among the interior refinements.

The body itself is of the stoutest construction, to prevent weaving, which might result in squeaks and rattles. It is secured to the chassis frame by ten stout bolts. Carriage bolts are used to fasten the body frame together, instead of the wood screws usually employed. Heavy cross members brace the body sills. All brace irons are of especially heavy design. Metal bumper plates on the doors prevent undue wear on the rubber bumpers. Heavy door locks hold the doors securely closed.

The spring suspension is new this season and gives very easy riding qualities to this well-designed closed car.



Type of trunk furnished on the Touring Sedans and the Sport Touring Model.
Right: Drum type cowl lamp on all models.

Improvements and Special Features on Buick Four-Cylinder Cars for 1923

Four-Cylinder Open and Closed Models

- Insurance rating on all models materially reduced.
- Redesigned bodies and tops.
- Higher radiator with raised filler cap.
- Higher straight hood line.
- Longer cowl.
- Lower top.
- Kick-up type frame which lowers rear of body.
- Easier riding springs.
- Lower body level on all models.
- Heavy one-piece crowned fenders.
- Transmission speedometer drive.
- Transmission lock.
- Drum type headlights.
- Drum type parking lights.
- Rear curtain light, glass with nickel frame, Models 34 and 35.
- Weatherproof curtains with signal pocket for driver, Models 34 and 35.
- Longer transmission control lever.
- New type hood catches.
- Heavier windshield brackets.
- New windshield with adjusting wing nuts on inside.
- Rubber grommet between windshield post and cowl on open models.
- Wide rounded rear top bow on open models.
- Rubber bumpers on rear axle.
- Oil holes with sliding covers in rocker arm dust cover for convenience in oiling.
- Silent over-running generator clutch.
- Switch with glass face.
- Special switch button for cowl light.
- Rear fender wings cover end of gas tank, no openings.
- Oil can on right side of motor.
- Valve stem lubricating felts.
- Heavier front pillar brace irons.
- Heavier front tonneau brace irons.
- Heavier cross members to body sills.
- More body attaching bolts.
- Heavier windshield brackets.
- Heavier robe rail.
- Metal bumper plates on doors to prevent wear of rubber bumpers.
- Heavier door locks.
- Position of seats changed, more room and comfort.
- Longer steering gear with lower position.
- Generator brushes and arms improved.
- Generator bearing oilers more accessible.
- Drop-forged clutch hub.
- Closer fitting clutch plates.
- Heavier heat-treated strut rods.
- Heavier heat-treated truss rods.
- Longer wearing brake lining.
- Heavier body brace irons.
- Front seat back extended to floor.
- Longer body with flush rear deck door on Model 34 Roadster.

The foregoing improvements apply to each of the five four-cylinder cars, both open and closed body types.

Improvements and Special Features—*Continued*

Model 23-Four-36 Three-Passenger Coupe

Extra large luggage compartment in rear deck.
 Flush rear deck door.
 Plush trimming.
 Heater.
 Extra wide doors.
 New interior fittings.
 Cowl ventilator operated from instrument board.
 Aluminum steering wheel spider.

Model 23-Four-37 Five-Passenger Sedan

Longer body.
 Lower front seat.
 Longer steering gear with lower position.
 Cowl ventilator.
 Aluminum steering wheel spider.
 Plush trimming.

New style pockets in doors.

Shades on rear and side windows.

Pull-to handles on doors.

Adjustable rear side windows.

Heater.

Model 23-Four-38 Five-Passenger Touring Sedan

Rigid trunk rack and trunk in rear.

Nickel guard rails on rear of body.

Cowl ventilator operated from instrument board.

Aluminum steering wheel spider.

Extra wide doors.

Large comfortable tilting front seats.

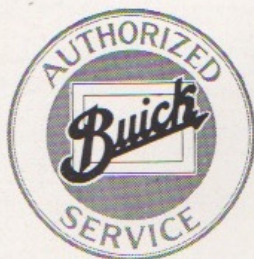
Plush trimming.

Ventilating windows in doors and side windows.

Dome light.

Heater.

The foregoing improvements apply to the specific models mentioned.



Emblem of Satisfaction

Specifications—Four-Cylinder Models

BODIES—

23-4-34—2-pass. Roadster
23-4-35—5-pass. Touring Car

23-4-36—3-pass. Coupe
23-4-37—5-pass. Sedan
23-4-38—5-pass. Touring Sedan

UPHOLSTERY—Open models, dull finish black leather, deep pleated, buttonless cushions, molded over soft cushion springs. Closed models are upholstered in fine plush.

CONTROL—Friction-retained spark and throttle levers on top of steering wheel. Button type foot accelerator with rest. Pedals for clutch, service brake and starter. Levers for gear shifting and emergency brake conveniently placed in center of driving compartment.

WHEELBASE—All models, 109 inches.

MOTOR—Four-cylinder, four cycle, Valve-in-Head type, removable head, automatically lubricated. Unit power plant, suspended at three points from main frame. Cylinders, $3\frac{3}{8}$ -inch bore by $4\frac{3}{4}$ -inch stroke, special chilled semi-steel bloc casting. Extra heavy crankshaft with three unusually large bearings. Properly weighted pistons and connecting rods and flywheel, which, with cylinder dimensions, reduce vibration to a minimum. Exceptionally large valves operated by noiseless adjustable push rods. Thirty-five actual brake horse power.

COOLING—Water cooled with centrifugal circulating pump, driven by spiral gears. New cellular type radiator, pressed steel radiator fan, driven by adjustable fan belt from camshaft.

LUBRICATION—Self-contained, constant level circulating splash system, operated by self-thawing gear pump driven by spiral gears from camshaft and completely enclosed in lower part of crankcase. Oil measuring gauge on crankcase, drain plug on bottom of crankcase, oil pressure gauge on instrument board. Automatic clutch on pump shaft prevents any possibility of breakage in case of freezing.

CARBURETOR—Automatic float feed type, supplied by vacuum system from gasoline tank, mounted on rear end of frame. Automatic heat control to insure proper vaporization at all speeds. Air regulator on instrument board.

IGNITION—High tension, jump spark system, current supplied by electric generator and storage battery. Automatic spark advance and manual control by lever on top of steering wheel.

STARTER—Complete Delco, single unit system, for electric starting, lighting, and ignition, built as integral part of the motor and operating in conjunction with a large storage battery. Combination switch with ammeter and automatic circuit breaker on instrument board.

CLUTCH—Multiple disc, dry plate type, smooth in engagement and positive in action. Adjustment very simple and accessible. Light pedal pressure required to operate.

TRANSMISSION—Selective sliding gear type, three speeds forward and one reverse. Special heat-treated, positive interlocking hand control, integral with gearset.

DRIVE—Through single large, automatically lubricated universal joint and fully enclosed propeller shaft, through spiral bevel gears in rear axle. Propeller shaft housing connected directly to rear end of transmission by large ball joint enclosing universal. Both torque and drive taken through ball joint.

REAR AXLE—Three-quarter floating type, which means that all the weight of the car is taken on the axle tubes and only driving torque and a steadying of the wheels taken by the axle shafts. Differential and wheels mounted on high duty bearings; pinion shaft on extra large ball bearings. Spiral bevel type driving gears, fully adjustable. Third member keeps axle housing in perfect alignment with the propeller tube.

BRAKES—Service brake, external contracting type; emergency brake, internal expanding type; both operating on rear wheel drums. Fully adjustable for wear.

FRONT AXLE—Drop-forged I-beam section, Reverse Elliott type, double heat-treated, drop-forged steering knuckles and tie rod yokes. Ball bearings for front wheels.

WHEELS—New artillery type, with large hub flanges, 12 spokes and 12 hub bolts each, demountable rims.

TIRES—On all four-cylinder models, tires are 31 x 4 inch straight side cords.

STEERING GEAR—Semi-irreversible split bronze nut and worm type, with large adjustable ball thrust bearing, to take up wear. Steering wheel, 17 inches in diameter. Spark and throttle levers on top of wheel. Horn button in center of steering wheel.

FRAME—Reinforced pressed steel channel section, with exceptionally stiff and deep side members. Four heavy cross members. Integral gasoline tank support and spare tire carrier.

SPRINGS—Front, semi-elliptic type; rear, semi-elliptic type, of special design and extremely easy riding.

TOP—Open models, new design with patented gypsy quarter curtains, made of special waterproof fabric. Inside operating curtains open with doors. Closed models, stationary type with door windows adjustable to any position.

WINDSHIELD—Two-piece ventilating type with inside operating adjustable friction stops to hold glass in position. All closed models are equipped with sunshade and windshield wiper.

STANDARD EQUIPMENT—Combination dim and full headlights, with anti-glare lenses, parking lights on cowl, tail lamp and instrument board lamp, with dome lights in closed models. Motor-driven horn, speedometer, gasoline gauge, tire carrier with extra demountable rim, jack, Alemite grease gun and a full kit of tools. Trunk on Model 23-4-38. Orders for special jobs not accepted and no allowance will be made for any part of standard equipment omitted by customer's order.

Prices of the 1923 Buick Four Series

Model 23-4-34.....	\$865	Model 23-4-36.....	\$1175
Model 23-4-35.....	885	Model 23-4-37.....	1395
Model 23-4-38.....			\$1325

All prices f. o. b. factory, Flint, Michigan

Prices and specifications subject to change without notice

Buick Service

There are thousands of Buick dealers in the United States and a large number of them in foreign countries. It would be impossible, from a great distance, to keep alive the intimate contact that the Buick service policy implies, because distance is the enemy of good service. To have parts on hand at a convenient point is the only possible means of rendering good service.

So you will find Buick service depots all over the world. In the United States, where there is a Buick dealer in nearly every town and hamlet, there are thirty-nine great service depots located in thirty-nine large cities, from which the various dealers may draw in case of need. Of course, every Buick dealer is required to carry a certain stock of Buick parts, the amount being based on the number of Buick cars in his territory. But in the event of his being out of a certain part when it is required, he can telegraph to the nearest service depot and have it in his possession in from two to twenty-four hours. There is no Buick dealer who is more than twenty-four hours distant by rail from a main service depot.

These service depots are under the supervision of the various Buick branches and the large distributors, so that their policies faithfully reflect the policies of the executives at Flint. The Buick Motor Company not only has

direct contact with the dealer who sells a Buick car, but it has a direct contact with every Buick service repair department in the world.

Thirty-nine branches and distributors are the direct points of contact with the factory for all matters of sales and service department policy, and through these thirty-nine big centers the policies are interpreted to the thousands of Buick dealers.

Each branch and distributor has a wholesale department through which the various transactions are handled with the dealers. Each wholesale department is thoroughly organized, with headquarters in a principal city, and this city is used as a radial point for the traveling force which maintains the contact with the dealers. Enough travelers are employed to cover each territory thoroughly and with regularity, so that each Buick dealer has the benefit of expert advice and assistance at all times, through the visits of the traveling men and through correspondence and telephone calls direct to the branch or distributor.

A uniform Buick service policy has been adopted and is in force universally among the dealers. The maintenance of this vast service organization is the principal work of the traveling men. Beginning with the big Buick parts factory at Flint, where parts for the

Buick models built in past years are manufactured with the same care and precision as parts for the latest and finest Buick cars, Buick service receives personal supervision right down to the smallest town in the country.

Your index and guide to this efficient service is the Buick service sign. Wherever you see it you will know that first-class service for your Buick car is available. You will know that the work will be done by competent work-

men, in the most workmanlike manner and in the shortest possible time consistent with such workmanship. For Buick service is not only a matter of pride with the Buick organization, but it is a distinct sales asset as well. Through this service much good will is born and many cars are sold each year.

When you are touring, look for this service sign. It means much to you in longer car life and in complete motor-ing satisfaction.



Emblem of Satisfaction

The Buick Creed

A Buick automobile must be so built that it will, at all times and under all circumstances, give the owner uninterrupted use of his investment.

Every Buick owner is entitled to, and will receive, prompt and efficient service—the kind that will insure him the motoring pleasure he expects.

Buick reputation, so pre-eminently firm and fair, was not won by chance, but is due to the policy established with the production of the first Buick car and so consistently adhered to ever since—that of giving the owner the maximum of service for the minimum of cost.

No matter what its price, a Buick car must and will give the maximum of that service for which it was intended, and must bear its proportion of the responsibility of maintaining that high prestige which Buick cars have attained.

Buick Branches and Distributers

Besides the thousands of Buick dealers in all parts of the country, there are nearly forty direct factory branches and distributers located at strategical points for

the distribution of Buick cars and parts.

Buick branches and distributers under whom local dealers operate are as follows:

Atlanta	Buick Motor Company
Battle Creek	Buick Motor Company
Boise, Idaho	Randall-Dodd Auto Company
Boston	The Noyes-Buick Company
Buffalo	Buick Motor Company
Charlotte, N. C.	C. C. Coddington
Chicago	Buick Motor Company
Cincinnati	Leyman-Buick Company
Cleveland	The Ohio Buick Company
Dallas	Buick Motor Company
Denver	MacFarland Auto Company
Detroit	Buick Motor Company
El Paso, Texas	Buick Motor Company
Fargo, N. D.	Pence Automobile Company
Flint, Michigan	Buick Motor Company
Indianapolis	Buick Motor Company
Kansas City, Mo.	Buick Motor Company
Lincoln, Neb.	Nebraska-Buick Auto Company
Los Angeles	Howard Auto Company
Louisville, Ky.	Leyman Motor Company
Memphis, Tenn.	Buick Motor Company
Milwaukee	Buick Motor Company
Minneapolis	Pence Automobile Company
New York City	Buick Motor Company
New York City, Foreign Shipments	General Motors Export Company
Oklahoma City	Buick Motor Company
Omaha	Nebraska-Buick Auto Company
Philadelphia	Buick Motor Company
Pittsburgh	Buick Motor Company
Portland, Ore.	Howard Auto Company
Rochester, N. Y.	C. L. Whiting
Saginaw, Mich.	Garber-Buick Company
St. Louis	Vesper-Buick Auto Company
Salt Lake City	Randall-Dodd Auto Company
San Antonio, Texas	Buick Motor Company
San Francisco	Howard Auto Company
Seattle, Wash.	Eldridge-Buick Company
Sioux City	Nebraska-Buick Auto Company
Washington, D. C.	Buick Motor Company

The Buick Ninety-Day Guarantee

The automobiles furnished by the Buick Motor Company are warranted to be free from defects in material and workmanship under normal use and service, our obligation under this guarantee being limited to making good at our factory any part or parts thereof, which shall within *ninety days* after delivery to the original purchaser, be returned to us with transportation charges prepaid, and which our examination shall disclose to our satisfaction to have been thus defective; this guarantee being expressly in lieu of all other guarantees expressed or implied, and of all other obligations or liabilities on the part of the Buick Motor Company, and we neither assume, nor authorize any person to assume for us any liability in connection with the sale of Buick automobiles.

This guarantee shall not apply to any Buick automobiles, which shall have been repaired or altered outside of our factory, in any way so as, in our judgment, to affect their stability or reliability, nor which have been subject to misuse, negligence or accident.

The Buick Motor Company makes no guarantee whatever in respect to tires, rims, ignition apparatus, horns or other signalling devices, starting devices, batteries, speedometers or other trade accessories, inasmuch as they are usually guaranteed separately by their respective manufacturers.

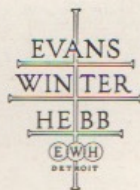
The Buick Motor Company reserves the right to make changes in design or add any improvements on Buick cars at any time without incurring any obligations to install same on cars previously purchased.

BUICK MOTOR COMPANY, FLINT, MICHIGAN

Division of General Motors Corporation

Pioneer Builders of Valve-in-Head Motor Cars

Branches in All Principal Cities—Dealers Everywhere





Buick

MOTOR
CARS